

AMERICAN

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

CENTRAL MARKET ISSUE

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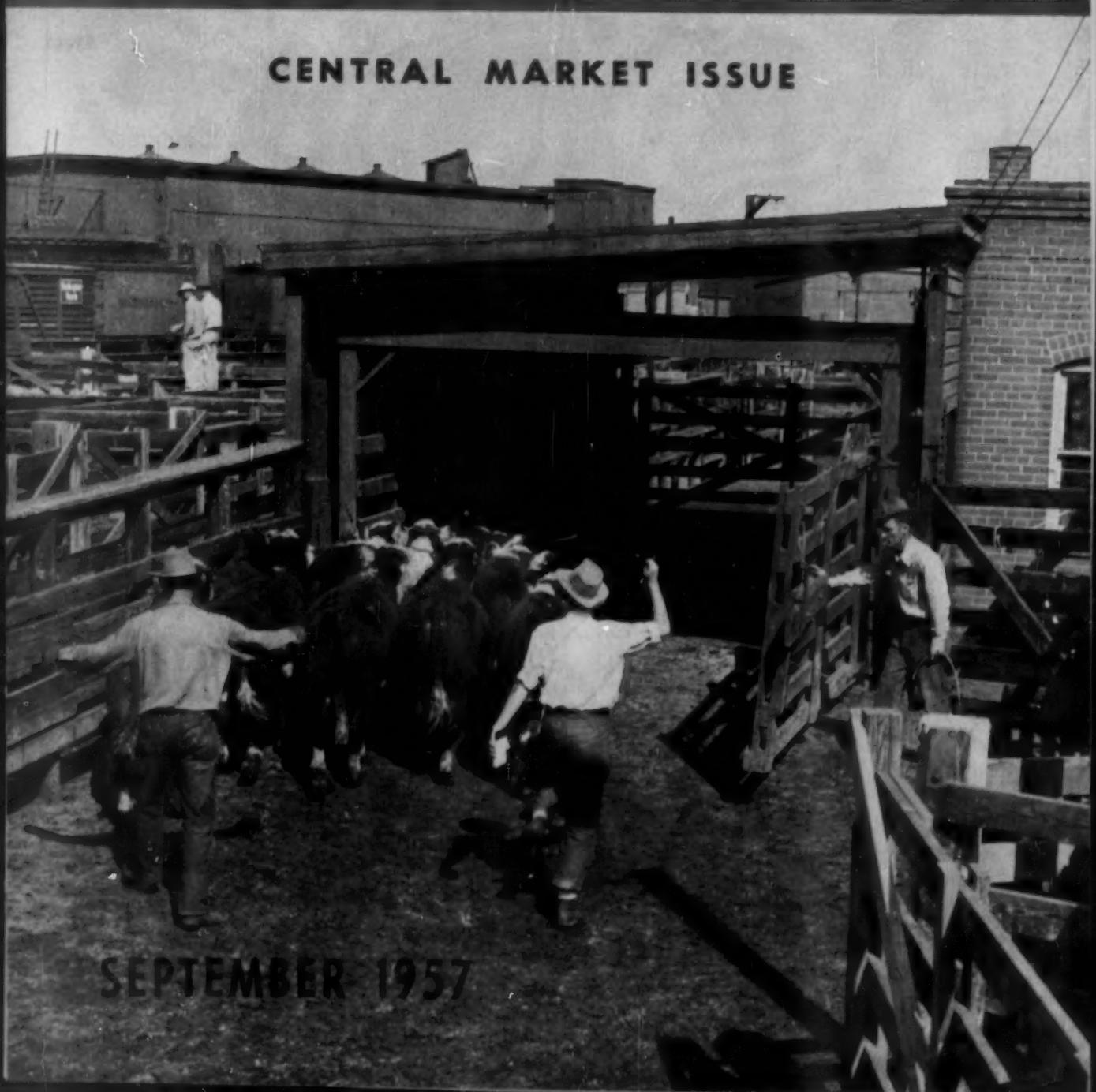
NEW CATTLE CYCLE

LOOK AT BULL TEST

THE MARKET STORY

BEEF GRADING

KING RANCH



SEPTEMBER 1957

Angus...

naturally hornless



with a body of beef

BR EED off the horns. Put on more beef" That's the voice of experienced cattlemen today.

Getting rid of the horns saves time and trouble and labor . . . more important today than ever before, especially with good dependable help hard to find—and costly, too.

Putting more beef—in the right places—with less feed . . . that's important today, too, because profit is the main reason for breeding or feeding cattle.

These two important facts are why the big switch is to Angus.

Horns are coming off

Some cattlemen will say, "Horns are beautiful." Maybe so. But practical? Not today. No longer do horns perform a functional purpose. And since progress will not be impaired by sentiment, horns are coming off.

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As you know, polled animals of other breeds originally were sports . . . not natural. As a result, the primary breeding effort of these breeds has been to remove the horns and develop the polled characteristics, often neglecting the needed improvement of beef type. Not so, however, with Angus.

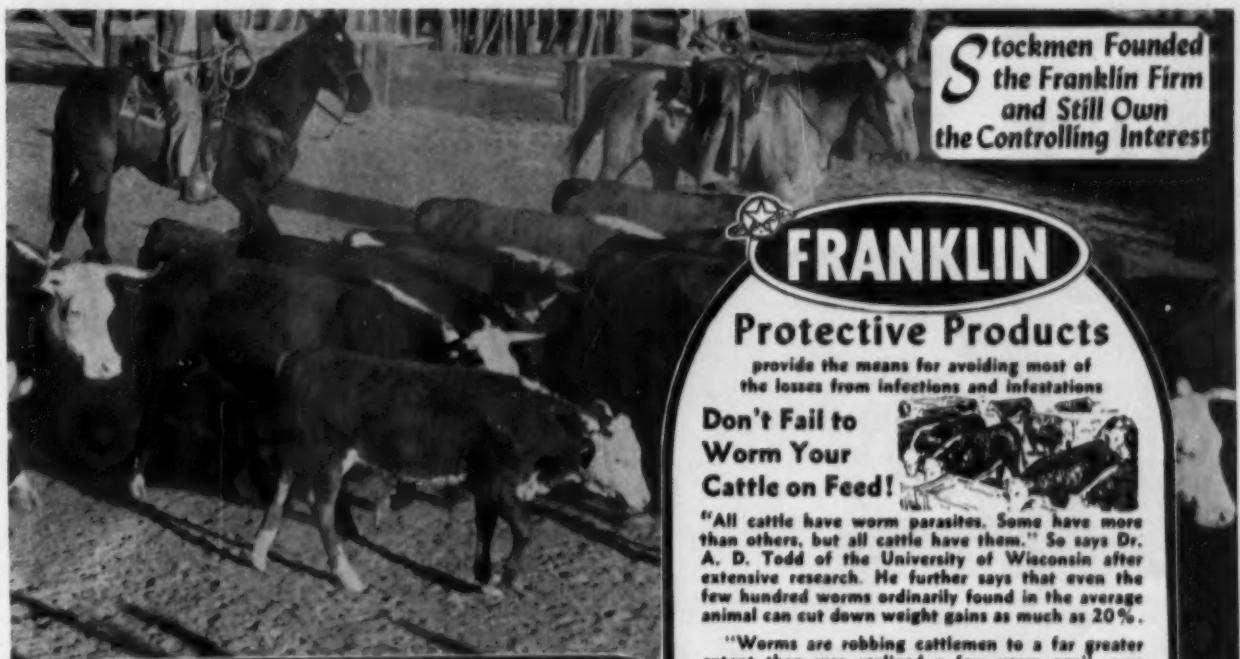
You see, Angus have been naturally hornless for over 400 years. So the breeding effort for four centuries has been constantly to improve the beef characteristics of the breed. As a result, good Angus are thick in the loin, deep and low set, carrying down full in the twist and wide in the quarter . . . producer of America's best beef.

Today, invest wisely

Horns are coming off, so why not invest in the *naturally hornless* breed? . . . the breed that will always transmit this important characteristic without shortchanging you on beefiness. Yes, today invest wisely in Angus. They're naturally hornless . . . with a superior body of beef, too.



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"Worms are robbing cattlemen to a far greater extent than was realized a few years ago", says Dr. K. G. McKay, Extension Veterinarian of Calif.

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Now is the Time

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now will develop resistance to a strong peak at the time it is needed most—at weaning and shipping time, giving you the best available protection.

All calves should be vaccinated at least 10 days or 2 weeks before shipping or weaning so as to provide the time necessary to develop as much resistance as possible.

For those calves not vaccinated in the Spring a second dose is also needed 3 to 5 days following the first.

If vaccination is delayed until the actual time of exposure, a second dose, double or more, 3 to 5 days following the first should increase the initial effect.

Detailed information is given on pages 9, 10 and 11 of the complete Franklin catalog, free from local Dealers or from any Franklin office.

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OUTLOOK CHEERY—We have had a good year in North Dakota. The rains have been good, and I think the entire state is in a good condition for feed.—
Brooks Keogh, Keene, N. D.

EVEN WEEDS NEED RAIN—We are needing rain at this time as the weeds are drying up in pastures—and weeds are about all we have this year. However, some grass is starting, but is so covered up with mud that cattle can hardly graze it. I never in my life before saw weeds in short grass pastures high enough to hide cattle, but they can hide now! Will hold snow, if any comes.—C. E. Waugh, Sharon Springs, Kans.

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Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned. \$10 minimum, annually.

The Lookout

Fed cattle prices this fall may be more stable than last fall. Although they may decline slightly in late summer and early fall when marketing will substantially exceed the same time last year, a rise is likely later, as the USDA sees it.

If prospects for the corn crop should continue favorable and fed cattle prices are maintained as expected, feeder prices probably would make little seasonal decline this fall.

Total costs of feeding cattle this coming season will be higher than last season. The increase in costs of the feeder stock will substantially exceed the small reduction in feed costs. Average profits nevertheless may be realized on cattle bought in August if cattle slaughter decreases and prices rise in 1958 as expected. A drop in consumer demand or recurrence of drouth would of course change this.

Cattle numbers will likely be down from a year earlier by January of 1958 since slaughter in 1957 is not being reduced enough to prevent further decline. The cycle of number of cattle on farms seems likely to go through its usual pattern in the next few years. However, the drop probably will be less than in previous cycles, and the down-swing shorter than usual.

Production of hogs doubtless will increase during 1958.

The calf crop this year is down 2 per cent from 1956; the lamb crop 3 per cent smaller; the combined spring and fall pig crops only 1 per cent larger. It is likely that livestock production and slaughter will continue for some time below their very high level of 1956.

While employment and consumer incomes remain high, prices of livestock to producers, though fluctuating seasonally, may be expected to retain this year's gain through at least the first half of 1958. At the same time, feed probably will cost less in the coming feeding year than in the past year. All feed crops except corn are larger than last year.

Feed grain tonnage may closely match last year's total. The 3,066-million-bushel corn crop is near average. Sorghum grain is more than double last year's crop. The oats crop is nearly a fifth larger than last year. The barley crop is about a sixth larger.

A little more than 5 million tons are being added during 1956-57 to the year-end carryover of feed grains. Thus, the total supply of feed grains for the 1957-58 feeding year may be a new high of around 179 million tons.

Supplies of by-product feeds have been increasing in recent years, largely as the result of increasing production of soybean meal, and they are expected to continue large in the 1957-58 season. The total supply of feed grains and other concentrates may be slightly larger than the record supply of 200 million tons in 1956-57. The number of grain-consuming animal units is expected to be about the same as in 1956-57.

Pasture conditions averaged 82 per cent of normal as of Aug. 1, the highest for the date since 1951. Drouth in the East, however, had seared pastures over a widening area. Western range feed is best since 1950, except in some drouth areas.

Tonnage of hay was slightly lowered during July. But the 118.9-million-ton total is the largest on record in volume and in relation to the number of roughage-consuming animals to be fed; the number to be fed will be down a little from last year.

Prices of feedstuffs have generally sagged since late spring and are below a year earlier. Corn was about 25 cents below prices in the like period of 1956; oats 6 to 10 cents below; barley sharply below last year's. Most by-product feeds joined in the decline. Exceptions include dehydrated alfalfa meal, tankage and meatmeal.

Improved weather, better grazing and the outlook for large feed-grain crops contributed to the weakness in feed markets this spring. Weather and growing conditions for corn and grain sorghums the rest of the summer will have much influence on trends in feed prices.



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- builds long-time immunity against BLACKLEG
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Our Markets

THIS MONTH the Producer is featuring a central market section. In it the reader will find much vital information about the terminal markets.

It is no secret that the central markets have in recent years lost some of their business to competing forms of marketing.

We cannot feel that what has been taking place in these old, established central markets is more than an adjustment that will not fundamentally disturb our historic way of marketing livestock. It is competition that the central markets must meet, and competition is the life of trade.

That the central markets have a story to tell is abundantly shown in the following articles written by men who know the markets, men on the central markets themselves.

TRADITIONALLY, the Producer and the American National Cattlemen's Association have never taken sides in the matter of where or how a stockman should market his livestock. They have held to the belief that all avenues of marketing must remain open.

We believe, however, that any question about livestock markets, so vital to the stockman, should be given all possible publicity, and it is for this reason that the Producer has given over several of its pages to the central markets this month.

We want to express our appreciation to the men on the central markets for their willingness to cooperate in this venture and for the valuable editorial material they have furnished. It is our belief that full discussion will benefit all concerned.

Signs of a Trend

SIGNS OF A TREND toward rebuilding foundation herds, especially in former dry areas of the Plains, continue to show up, says Carroll Wells in this month's market column.

He does not predict how far this trend may develop, but points out that there is a sharp increase in holding back heifers and heifer calves in contracts for fall delivery, that culling of cows apparently is being more carefully done this year, and very few of the younger cows are included in culled shipments, indicating a larger carryover of breeding cows.

Also, he says, it is difficult to estimate how many cow-and-calf outfits will carry calves over to yearlings for the first time in several years—an operation which has been impossible in many formerly dry areas the past five or six years. Even carrying yearlings to two-year-olds is likely to show some increase, he says.

In another article in the Producer this month, Harold F. Breimyer, top USDA livestock economist, says that all indications point to a further reduction in cattle numbers by January 1958.

His story is about the cattle cycle. He points out that reductions in cattle inventories occur when prices are unprofitable, and the inventories are built up again when the price outlook is favorable. But the life span of cattle and slowness in production response make the up or down movement gradual. Slowing factors in the present cycle are also the restoration of drouthed ranges, rebuilding of stocks of hay and re-establishing of credit.

But the cattle numbers may not decrease as long or as far this time as in the usual numbers cycle, Mr. Breimyer says.

EVERYTHING CONSIDERED, we believe this is

a time when cattlemen should watch production trends very closely, and be wary. Remember, the expansion phase just ended was a sizable one, and the let-down was drastic.

Much To Do in Oklahoma

IF YOU PLAN to attend the 61st annual convention of the American National, you'll be joining about 2,000 other cattlemen and their families for that important event in Oklahoma City. The three-day meeting, Jan. 6-8, 1958, will feature speakers or panels on such industry topics as marketing, economics and the role of carcass conformation in federal beef grading. Several standing committees will meet, as will special industry groups allied with the American National, and also the National CowBelles and the Junior Cattlemen.

A large committee of the Oklahoma Cattlemen's Association is working to make this "the best convention ever" and is receiving cooperation toward that goal from numerous other organizations equally intent on assuring the cattlemen of a real welcome.

DURING THE CONVENTION, the National Cowboy Hall of Fame and Museum will be dedicated in ceremonies that will provide a colorful highlight to the meeting. Other extra attractions will include special tours—one of them to the El Reno Experiment Station.

All sessions, as well as the banquet and dance scheduled for the City Auditorium, are in easy walking distance of Oklahoma City's many fine hotels, which are assurance of sufficient rooms.

THE POINT IS, though, that you should get your reservations in as soon as possible. If you haven't already done it, write for yours to T. C. Greeson, Chamber of Commerce, Skirvin Tower, Oklahoma City, Okla. . . . And get set for a wonderful time!

THE 'NATIONAL' At Work

Affiliation recently of the Santa Gertrudis Breeders International with the American National means that raisers of all major beef cattle breeds are now represented in the cattlemen's association. The Santa Gertrudis group, breeders of the first "American breed," represents 630 members who own pure-bred herds and hundreds of cattlemen using Santa Gertrudis bulls in commercial herds. The animals are raised in 32 states and 31 foreign countries. President of the group is John B. Armstrong, Selma, Ala.

Cattlemen and related industry representatives who met a few weeks ago in Kansas City on cattle grub problems formed the National Cattle Grub Committee, a group representing every segment of the livestock industry and headed by Dr. J. W. Cunkelman, chief veterinarian of Swift & Co. The committee will promote grub control through research and education. Representing the American National on the committee is its assistant executive secretary, Roy W. Lilley.

Traffic Manager Chas. E. Blaine cautions private truck operators to comply with Interstate Commerce Commission safety regulations. If you do not cross state lines the regulations do not affect you. If you do operate across state lines and beyond a "commercial zone" you are subject to regulations on maximum hours for drivers, qualification for drivers, equipment for safe operation and inspection and maintenance.

The National Live Stock Tax Committee has asked, through its attorney, Stephen S. Hart, to be heard at House hearings next January on bills affecting retirement pensions, averaging of income, flexibility of involuntary conversion, and installment payment of estate taxes. . . . The present code has an "undue hardship" provision to defer payment of estate taxes, but it is a discretionary provision, and "undue hardship" is difficult to interpret, and therefore, says Mr. Hart, the proposed legislation is more desirable.

Lower rates on westbound meat, authorized by the Interstate Commerce Commission, will not be suspended, according to order of the ICC appeals division. But investigation of the new rates has been ordered with hearings set at Denver Sept. 30. Chas. E. Blaine will represent the American National, whose position is that, if meat rates are cut, live rates should also be reduced.

. . . The ICC authorized a rate increase on meats and livestock as well as other commodities of 4 per cent, bringing to 9 per cent the increase authorized for this year. The 4 per cent increase comes

on top of the 5 per cent hike effective around the first part of this year.

Executive Secretary Radford Hall addressed the New Mexico Cattle Growers Association quarterly meeting at Taos in early September . . . Assistant Executive Secretary Roy Lilley attended the semi-annual meeting of the Colorado Cattle Feeders Association at Ft. Collins.

American National Information Director Lyle Liggett was a panel speaker on public relations for agriculture at the American Institute of Co-operation meeting in Ft. Collins, Colo., recently. He has left on a tour of northern California cattlemen's association meetings with California Cattlemen's Association President Bob Johnson, CCA Secretary J. Edgar Dick, and Dick Nolan, representing the National Live Stock and Meat Board.

Oklahoma City Next



One of the fine hotels which will house American National delegates to the Oklahoma City convention in January. Headquarters hotel is full.

And here is some data to help you in planning the trip, based on Denver to Oklahoma City and return, via A.T.&S.F. Railway: The round-trip rail fare is \$49.65 plus \$4.97 federal tax. Lower berth each way is \$9.50, plus 95 cents federal tax; roomette each way, \$13.25 plus \$1.33 tax; bedroom for two, each way, \$20.95 plus \$2.10 tax; compartment for two, each way, \$22.85 plus \$2.29 federal tax.

The train leaves Denver at 5 P.M. Jan. 4, arrives Oklahoma City 8:55 A.M. Jan. 5. On the return, it leaves Oklahoma City 11:20 A.M. and gets into Denver 7:50 the following morning.

THE PUBLIC . . . AND YOU

BY LYLE LIGGETT

ELSEWHERE in this issue is a picture and a caption of a new "blue ribbon" award program begun this month by the American National.

For some time, officers and staff members have felt that special recognition should go to persons who, through regular or extra activities, contribute outstandingly to better public relations for the cattle industry or who perform services to the industry "above-and-beyond" the call of duty.

A unique leather "blue ribbon" has been developed—a wall decoration of which the winner can be proud—so that awards will also help to remind people of the cattle industry's "other" product, leather.

Promotion of leather, many folks feel, has been neglected by producers. Perhaps the thinking has been that more dollar-return can be realized through concentration on beef, but the low return for hides cannot be overlooked in figuring the final check.

Fashion notes of this year are being headlined with the use of fine leathers in high-style garments. Other adaptations of leather in homes, offices, automobiles and sporting equipment are making news—and selling more leather. But the industry has barely scratched the surface of the huge mountain of hides our burgeoning beef production has built.

Many producers have felt for a long time that the cowman, and CowBelle, can do much more to use and promote leather. It seems basic to suggest that prizes in cattlemen-sponsored contests should be restricted to beef and/or leather products. And yet, the silver cups and cash awards continue to be handed out regularly.

With the ingenuity of stockmen combined with the artistry and skill of leather craftsmen throughout the country, there seems little limit to the novel and suitable leather gifts and prizes which can be developed.

We are indebted to Yodie Burghart, CowBelle vice-president, for an appropriate slogan in our campaign to emphasize leather: "Luxurious Living with Long-Lasting Leather."

Perhaps the word luxury might connote expensiveness, and thus lose us potential customers, but we are convinced that this opulent nation can be readily sold "the best" on its merits—and in beef and leather, we proudly can claim the best.

Cover Picture

Heading a bunch of cattle into the scale house at the Denver stockyards. Central market scales are operated by the stockyard owner, who represents neither seller or buyer, and are inspected.

The Central Market Story



Omaha Stockyards

The Role of the Central Markets

By A. Z. BAKER, President, American Stock Yards Association

THE CENTRAL MARKETS are an important and vital part of the livestock industry. They played a major role in the development of the cattle industry, and throughout the years have been and, despite changing conditions, still remain the primary markets for most of the cattle marketed from the farms and ranches of the nation.

The cattle received for sales at the central markets in 1956 were equivalent to 59 per cent of the total farm marketings of cattle, 71 per cent of the total slaughter, 73 per cent of the commercial slaughter, and 98 per cent of the federally inspected slaughter in that year.

A livestock market has two primary functions: (1) to convert livestock into dollars, and (2) to communicate supply and demand information between the producer and consumer. The central markets perform these functions efficiently and effectively.

Converting Livestock Into Dollars: The efficiency of the conversion of livestock into dollars determines the number of dollars paid by the slaughterer

and received by the producer for his livestock, and affects the profits of the respective enterprises.

An efficient central market—sometimes called "terminal market" or "primary market"—must have these essentials:

1. Location. An efficient central market must be located at a logical assembly point in the route of flow of livestock from producer to consumer.

In earlier days, most, if not all, of the central markets were located at and were parts of large slaughtering and packing centers, and the slaughterers and packers were the principal buyers of the livestock offered for sale. The markets were, in fact as well as in name, "terminal markets." As the population shifted and new modes of transportation and refrigeration were developed, some of the slaughtering was decentralized and relocated, and, instead of being carried on chiefly at consuming destinations, some of it is performed nearer the point of production.

In earlier days, most of the production was in the West and most of the consumption in the East. Then it was natural that central markets were lo-

cated on the limited number of transportation routes between the producing West and the consuming East. Now production has been expanded in new areas and consumption shifted in new directions, making vastly more important the location and development of central markets capable of efficient assembly and distribution in all directions.

2. Supply. A central market must be accessible to a substantial supply of livestock moving to market in the direction of slaughter, if it is to be operated efficiently and economically, and if it is to attract broad buying demand.

The more evenly the supply is spread over the marketing week or season or year, the more efficiently can the marketing facilities and services be utilized and the more economical will be the marketing cost.

The more dependable and adequate the supply of livestock, the more attractive the market will be to buyers.

3. Demand. An efficient central market has ready access to broad buying demand, both local and national. No longer does all the demand come from the East. Local demand develops with

growing population and with the expansion of outlets for the products of local slaughterers. But local demand alone is too often saturated and too easily controlled unless fortified by broader demand reflecting the various needs of different sections of the country. Local buying demand that is transient may be too readily withdrawn unless supplemented by permanent local slaughtering establishments.

Without dependable buyers, there is no effective market.

4. Dependability. A central market is dependable and provides assurance that a fair number of dollars will be exchanged for a fair value of livestock.

The facilities are efficiently designed, maintained and operated to reduce handling time, distance and danger to the minimum.

The services furnished are prompt, skilled and careful to avoid preventable loss, damage or injury due to delay or mishandling.

The selling and buying are performed by an adequate number of trained and competent salesmen and buyers.

The weighing is performed by competent weighers of good character and known integrity employed by the stockyard owner—neither the seller nor the buyer—on scales which are installed, maintained and operated so as to insure accurate weights.

The dollars for which the livestock are exchanged are collected from the buyer by the selling agency and delivered to the consignor or shipper of the livestock before the close of the next business day following the sale. Surety bonds, executed and maintained by the market agency, secure the performance of this obligation.

The stockyard owner, selling agencies and buyer at central markets are

regulated and supervised under the Packers and Stockyards Act which requires every stockyard owner and market agency to furnish, upon reasonable request and without discrimination, reasonable stockyard and selling services, and to publish and collect without discrimination reasonable rates and charges for their services.

It is unlawful for any stockyard owner, market agency, dealer or packer buyer to engage in or use any unfair, unjustly discriminatory or deceptive practice in connection with the selling, buying or handling of livestock at central markets; and it is the duty of every stockyard owner and market agency to establish, observe and enforce just, reasonable and non-discriminatory regulations and practices in respect to their services.

The Congress in enacting the P&SY Act in 1921 recognized that livestock is a commodity that invites unethical practices in the marketing processes, and provided safeguards at central markets to insure a fair exchange of dollars and livestock.

A Vital Point in the Line of Communication: The communication of information regarding the supply of livestock and the demand for meat between the producer and the consumer is the particular forte of the central markets. The effectiveness of this secondary, but nevertheless important, function of a market determines the course of the livestock producing enterprise and the welfare of the industry.

The central markets are generally regarded as the places where reliable marketing information is developed, assembled and reported. The prices developed and established by trading under favorable conditions at central markets accurately reflect supply and

demand throughout the nation as well as in the local territory.

Not only are the buyers trained and competent in appraising and trading on livestock, but also equally well trained and competent are the sellers representing the producers. Trading "at arm's length," in conformity with the provisions of the P&SY Act, the regulations of the Secretary of Agriculture and the regulations of the stockyard owner, and under the supervision of the P&SY Branch, the sellers and buyers reach agreements on price, based on actual weight, which reflects the supply of the particular kind and grade of livestock and the demand for the particular kind and grade of meat to be expected from the livestock. This price, accurately and understandably communicated to the producer, encourages or discourages, as the case may be, the production of more of the same kind of livestock. Likewise, the price, communicated to the consumer through the slaughterer, processor and distributor, encourages or discourages the consumption of the particular meat product.

Since this information must be reliable, the Secretary of Agriculture has prescribed that no packer, stockyard owner, market agency or dealer shall knowingly make, issue or circulate any false or misleading report, record or representation concerning livestock conditions on the price or sale of any livestock at a central market.

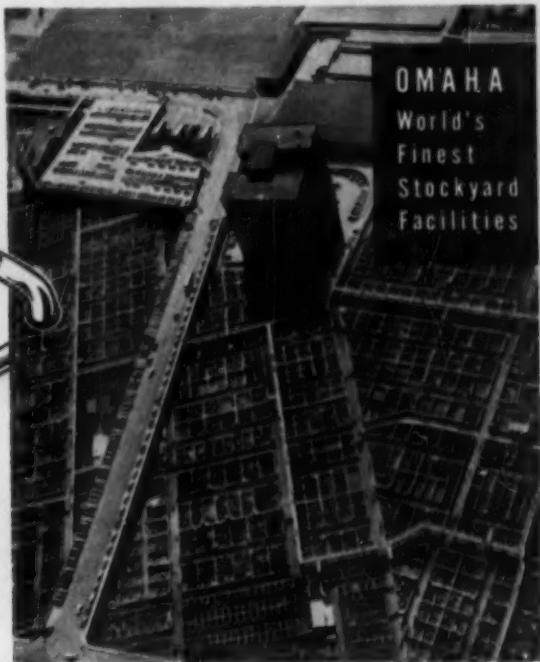
But communication of price through market reports alone is not always sufficient to guide the livestock producer in his longer range production and marketing program. Price is related to particular animals and no two animals or lots of animals are quite the same. Descriptions should be accurate and understandable. Explanations, detailed and comprehensive, are necessary for a full understanding of price. Price trends must be analyzed and forecast. The professional salesmen, buyers and reporters at the central markets are qualified by long training and everyday experience to interpret these trends and advise the users of these markets.

The personnel of the central markets are ready, willing and able to communicate useful marketing information to sellers, buyers and producers to guide their production, marketing and distribution. If they have failed to make connections, it may be because there has been no response at the other end of the line. All segments of the livestock industry, including the central markets, depend upon the establishment, maintenance and use of an adequate party line of communication between the producer and the consumer.

The central markets, in the foreseeable future as in the past, have a vital role to play in meeting and solving the livestock industry's No. 1 problem—marketing—and in developing sounder, more efficient and more effective central markets which dependably perform their two-fold function.



Bulletin board in the lobby of the Exchange Building at the Denver yards gives up-to-the-minute livestock market information and supplements other market reports and analyses which are a function of all central markets "to communicate the supply and demand information between producer and consumer."



MARKETING . . .

THE VITAL LINK BETWEEN
PRODUCTION & PROFITS!

MORE BUYERS . . . From 26 states, stocker and feeder buyers compete at Omaha for your cattle and calves. In addition, Omaha's 18 local packers . . . and order buyers for packers in nearly 200 other cities in 35 states . . . compete daily for your old cows and 2-way cattle.

BETTER SALESMEN . . . Omaha has 42 commission firms employing hundreds of experienced and bonded salesmen whose existence depends on acquiring for you the "Top Dollar." Each commission firm competes with all others to do a better job of selling your livestock.

FINER SHOWCASE . . . Omaha offers you the finest stockyards facilities in the world, constructed and maintained for your use and benefit. We believe cattle must be shown well to sell well. Also, you're assured accurate weights on government tested scales operated by impartial and bonded weighmasters.

LOWER MARKETING COSTS . . . At Omaha your livestock is marketed for an average of about 1% of its value. Considering facilities and services rendered, no other commodity is marketed on so small a margin. More important . . . you know your livestock will be shown and sold to best advantage when you ship to Omaha!

Omaha became the leader by SERVING YOU BETTER!



World's LARGEST Livestock Market

and Meatpacking Center

UNION STOCK YARDS COMPANY OF OMAHA



The Sioux City Stock Yards, which in 1956 had receipts of 1,556,240 cattle and calves, 1,882,654 hogs, and 535,861 sheep and lambs.

The Livestock Exchanges

By FRED H. OLANDER, Chairman, The River Markets Group

GOVERNMENTS are instituted among men to perform functions that men as individuals cannot perform themselves. Each surrenders a measure of his freedom in the interest of a larger freedom for all.

So it is with the livestock exchanges, which exist for the convenience and service of the livestock industry of their area as well as for the convenience and personal privileges of their members.

Like the three great virtues, faith, hope and charity, an exchange has three definite responsibilities. First to its members, and that is only a minor consideration when one considers that the next and greater obligation is to the livestock industry as a whole, and that the third and greatest obligation is an exchange's service to its customers and patrons.

In this discussion I shall not dwell particularly on the functions of an exchange other than how they pertain to the welfare of the industry and the customer or shipper.

Briefly put, let us understand at the outset that livestock exchanges are not set up for pecuniary profit to themselves or their members. They are trade organizations set up to maintain and enforce among their members a high standard of business principles and to protect the shippers or producers against any improper practices in the transaction of their livestock business on a market.

Members belonging to an exchange

must subscribe to a rigid code of ethics and practice which prescribes all trading rules, the manner of settlement for livestock, the maintenance of an account set up solely for the protection of the shippers' proceeds and the bonding of individual members, to the end that this account shall be protected at all times and as guarantee of payment for livestock. An inspection service which passes upon the livestock as being merchantable and as a protection to the consumer of the product and also inspects all outgoing livestock, in order that herds and flocks, for which this livestock is destined, shall not be contaminated. Many other functions enter into the activities of an exchange, but the sum total of all of the services is set up for the benefit of the customer rather than the member.

We are living in changing times, times of evolution, and our movements and our way of life and doing business today must be geared to the tempo of these times. Too often we allow ourselves and our actions to be governed by the precepts of the past, instead of boldly accepting the challenge of solving today's problems by actions and procedures in keeping with those problems. What was good for us 25 or 40 years ago isn't of necessity good for us now.

Perhaps no business has undergone any more radical changes in the past 25 years than has the business of livestock marketing. Years ago livestock

exchanges were set up primarily as trade organizations. The necessity for a governing body at a market was recognized, in order that operators on a market might correct abuses among themselves and govern their actions toward one another, rather than with the idea of service to their industry and their patrons. In short, there was the selfish interest of self protection as the motivating stimulus rather than the broader concept of service.

This is rather easily understandable when one takes into consideration that the business in which these men were engaged was largely monopolistic in character. In fact, there were not any, let alone many, other ways of marketing, and as a consequence they could sort of adopt an indifferent attitude toward the general public.

Today that's all water over the dam. Gone are the days of monopoly. In their stead are the days of competition, sharp, smart competition. Gone are the days when the public and the patron demanded little service. In their stead are the days when the public and the customer expect more and more of market men and their organizations. Gone are the exchanges whose sole interest lay in themselves and how they could improve their own condition. In their stead have come the exchanges which are alive and alert to the patron's and public's problems and how these problems can best be solved.

Somehow or other one can immediately sense that livestock exchanges



The railroad that carried your shipments fast and smoothly yesterday has new models today, and newer ones coming tomorrow.

New electronic controls are constantly being developed and installed. New turbines are adding power. Shops turn out new cars in a steady stream — roadbeds are being rebuilt daily. All this is to give you better transportation, on Union Pacific.

Ever since the West was opened to pio-

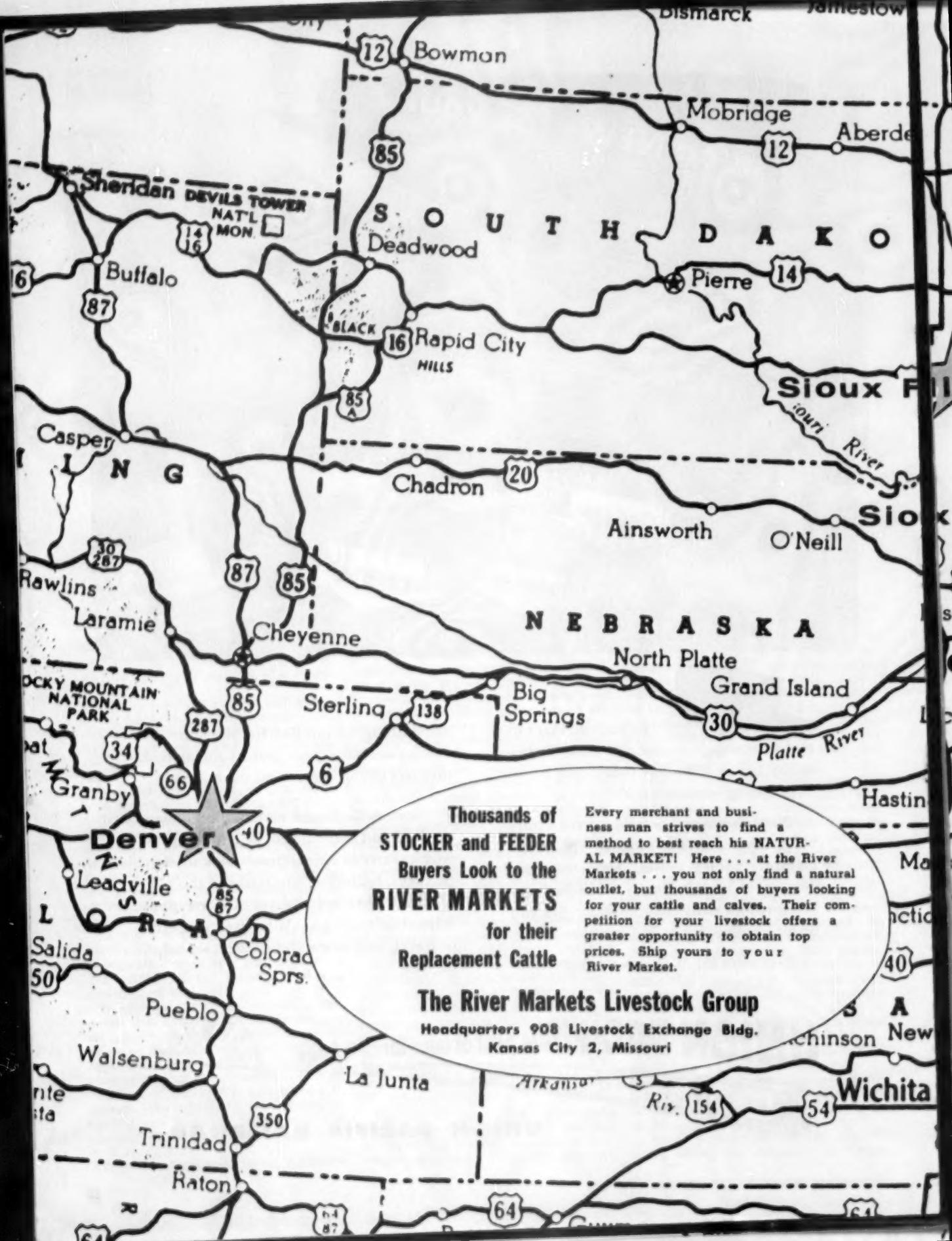
neers along Union Pacific, the spirit of development has been part of the mutual progress of this region and the railroad.

New methods and materials are being studied and introduced, in cooperation with experts in Agriculture. New motion pictures, bulletins, programs in the rail theater, other helpful services are performed to assist you. Whenever you ship or travel, keep in mind those who are helping you.

UNION PACIFIC is part of your farming future



UNION PACIFIC RAILROAD



Thousands of
STOCKER and FEEDER
Buyers Look to the
RIVER MARKETS
for their
Replacement Cattle

Every merchant and business man strives to find a method to best reach his NATURAL MARKET! Here . . . at the River Markets . . . you not only find a natural outlet, but thousands of buyers looking for your cattle and calves. Their competition for your livestock offers a greater opportunity to obtain top prices. Ship yours to your River Market.

The River Markets Livestock Group

Headquarters 908 Livestock Exchange Bldg.
Kansas City 2, Missouri

and the members thereof are acutely aware of all these things, and are meeting the changes. They have recognized the fact that there must be close cooperation among all market interests and a closer relationship with one another and with the industry as a whole.

Livestock exchanges, and the men who comprise them, have come to realize that some of their own interests must be sacrificed for the larger good that will come to all. Their actions are more concerted and guided by a realization that the people with whom they deal today and whom they serve are no longer the type who once accepted a market man's word as the true gospel, but rather are a people who are analyzing the worth of each form of marketing in order that they must select the one best suited to their needs. This calls for exchange members who will embark upon a more forward-looking program. Definite programs must and have been charted and followed.

Years ago, those who dealt with the public didn't have any particular name for their relations with that public. Today it's a different story. Our contacts and relations with the public are known by the generally accepted term of "public relations." That really embraces a vast scope of territory. It covers a multitude of subjects, and a lot of them are pretty specialized. In our exchanges' business, it seems to me that public relations can be defined more as public service—service to the

public which patronizes them, service to the livestock industry as a whole, and service to the general public. Just about all our exchanges have to sell is service, and that is composed of the knowledge, technical skill and general "know-how" of their members who get paid for it in proportion to the amount they render.

An exchange's service to its customers can't be just "lip service." It must be service of performance. Only by that can they justify and maintain their position. In rendering that type of service they have to do it unselfishly. There may be times when no benefit may accrue to an exchange or its members, but the industry as a whole will profit thereby.

It is quite generally recognized that central public markets are the primary basic, price-determining points for the livestock industry. It makes no difference what form of marketing is employed, the prices received for livestock are based upon and compared with the prices for comparable livestock at a central public market. No better evidence of this could be found than the fact that the USDA bases its quotations of prices and grades upon the livestock sold at central public markets.

It follows quite naturally then that central public markets or terminal markets, whichever you may choose to call them, have always been and still

are the leaders in the field of marketing, not only for price alone but in the changes and innovations constantly being made for the expeditious and efficient marketing of livestock. Livestock exchanges located on our River Markets have invariably and without exception spearheaded every move, every drive that has been made for the benefit of the livestock marketing industry.

One salient fact perhaps more than any other points up this leadership. This fact is that in 1921 the Packers and Stockyards Act was formulated and enacted as a bulwark of protection for the livestock industry. Many of the basic principles incorporated in this act were taken from the regulations which had governed livestock exchanges and their members for many years before this act was ever conceived.

The founding fathers of our livestock exchanges were men of great vision, pioneer stockmen who realized full well that great markets such as ours on the River must be made safe places to do business, that all buying and selling operations must be conducted on a high plane and according to a most exacting code of business ethics. They knew that the growth of our markets could only be measured in direct relationship to the customer satisfaction that could be attained and the confidence which shippers and prospective shippers placed in the ability and in-

Your Biggest Asset in Livestock Marketing ... the SIOUX CITY STOCK YARDS

HERE . . . Is where daily livestock prices are established through competitive buying and selling.

HERE . . . Is where you are assured of top values.

HERE . . . Is where you are assured of correct weights on scales that are tested each day and are operated by bonded weighmasters.

HERE . . . Is where the customer can be assured of efficient and courteous service.



8 FAST BURLINGTON

Livestock Express Trains

including NEW SCHEDULES

... to speed the fall movement of livestock
to Eastern Markets and Feed Lots

WYOMING LIVESTOCK EXPRESS

(Thursdays only)

Lv. Sheridan	10:00 pm
Gillette	2:10 am
Rozet	9:25 pm 2:35 am
Moorcroft	9:45 pm 3:00 am
Newcastle	11:05 pm 4:30 am
Ar. Lincoln	11:30 pm

MIDDLE LOUP LIVESTOCK EXPRESS

(Fri., Sat., Sun.)

Lv. Thedford	4:30 pm
Dunning	5:45 pm
Broken Bow	8:30 pm
Ar. Lincoln	4:00 am
Omaha	7:30 am
Sioux City	1:30 pm
St. Joseph	1:45 pm
Ar. Kansas City	4:30 pm

BOX BUTTE LIVESTOCK EXPRESS

(Fridays only)

Lv. Alliance	10:00 pm
	(Pick up en route)
Ar. Lincoln	10:00 am
Ar. Council Bluffs	3:30 pm

In addition to the special trains shown above, livestock will also be handled from the Big Horn Basin on freight train No. 78 daily leaving Greybull 4:00 pm, Worland 5:00 pm, Thermopolis 6:00 pm, Bonneville 8:30 pm, Powder River 10:50 pm, Casper 2:30 am, for arrival Lincoln 3:30 am second day. Special service on this line will be provided any day until further notice, for 25 or more cars.

• These trains also pick up livestock at other points en route. Where there is sufficient unexpired time on the livestock, direct connections are made at Lincoln with trains for Omaha, Sioux City, St. Joseph, Kansas City, St. Louis, Peoria and Chicago, and for feed lot stations or for connecting lines at Council Bluffs. When

necessary to feed livestock to comply with the 28-36 hour law, schedules from Lincoln are arranged so there will be no long lay-over.

*** Insurance on livestock shipped from or to any point on the Burlington Railroad may be purchased from Burlington agents.

For details concerning this special livestock service,
consult your nearest Burlington representative or

RAY C. BURKE, General Live Stock Agent - Omaha, Nebraska

CHICAGO, BURLINGTON & QUINCY RAILROAD



tegrity of men who operated in the market place.

The markets comprising the River Markets Livestock Group; namely, Sioux Falls, Sioux City, Omaha, St. Joseph, Kansas City, St. Louis and Denver, are pledged to continue to fur-

nish the same type of leadership in the future that they have given the industry in the past. They believe in their system and are dedicated to the cause of constantly improving that system in the hope that the benefits they contribute to agriculture will be emulated

by the other selling segments, to the end that the whole livestock industry will be better served.

The central public livestock markets associated in the River Markets Livestock Group are pledged to continue to provide friendly and courteous meeting places where stockmen from every corner of the nation may be assured of the finest selling service and keenest buying competition on markets where safe, sound and well-regulated trade practices are zealously guarded by the alert and progressive Livestock Exchanges.

Marketing Is Important

By WILLARD SIMMS,
Director of Public Relations,
Denver Union Stock Yard Co.

THESE ARE CRITICS and gloom-mongers who claim that "the central market is on the way out." There are those who say they don't need the central market.

Yet a far larger number of stockmen stoutly attest that strong central markets must be maintained and supported in order to preserve the livestock price structure and they back up their contentions by shipping to the market. This number of defenders of the principles of central marketing has actually increased during the past year as they have observed instances of the weakening of their price structure due to attempted decentralization of competition.

It is well that all cattle producers and feeders consider the subject in a fair, unbiased analysis. To ignore it could lead to severe financial losses.

We have in the public markets, such as the one at the 71-year-old Denver Stock Yards, a central place where livestock can always be sold at fair values reflecting the total current supply and demand. Even more important, the prices established at this Denver point and others, from the influence of concentrated supply and demand, set a basic livestock value level over large areas of the West.

By and large, prices paid in the central markets are used as the comparative basic price in all livestock selling and buying. For instance, a country cattle transaction in the Denver region usually involves adjusting the price at home to the Denver market price. Freight, shrink and marketing charges are always in the mind of the buyer and definitely influence his computations of country purchase versus market price relationship.

Thus, stockyard central markets are even more important to cattle growers and feeders than they are to the stockholders of the stockyard companies. If



Going up the ramp that serves the heavy traffic from the truck unloading chutes to the commission company's selling pens at the Denver Stock Yards.



COLORADO LIVESTOCK COMMISSION COMPANY

207 LIVESTOCK EXCHANGE BLDG.

PHONE MA 3-4351

DENVER 16, COLORADO

ABILITY . . EXPERIENCE . . INTEGRITY . . SERVICE

Cattle

FRANK BLATNIK . . . CARL SANDBERG
EDWARD KOLB JOHN KASTELIC
BUCK HOMEDALE

Sheep

JOHN RAE

Office

RUDY HENNY

For the best in Market Service consign to

COLORADO LIVESTOCK COMMISSION CO.

Licensed and Bonded . . . Reference United States National Bank

abandoned through lack of adequate usage, the stockholders can salvage much of their monetary investment in a company, but cattle producers could not salvage the ability to establish basic livestock market values if central markets were abandoned as such and put to other uses.

Thus, the Denver and other central markets become a two-way proposition. They are the last holds that the stockmen have against decentralization of livestock buying and resultant control of livestock prices, as well as being basic business institutions providing market places as the means of livelihood for many persons, under a government-controlled rate of return on large investments, assuming they are successful in earning the fair rate of return.

For instance, cattle producers and feeders sold close to one million head of cattle through the Denver Stock Yards in 1956. Can you imagine what the price levels on this volume of a million head would have been without the services of veteran, skilled salesmen putting their skill against that of the buyers, plus the added advantage of concentrated buyer competition?

On top of the necessary professional livestock handling and salesmanship, the sellers were afforded clean, efficient facilities with accurate, tested scales,



Livestock buyers of Armour and Company are now testing mobile two-way radio to talk to each other as they ride around the yard pens and to keep in touch with buying headquarters on Exchange Avenue at the Chicago yards. The equipment consists of a battery-operated unit weighing eight pounds encased in a special saddle bag. The buyer has both earphones and loud-speaker. Range is up to two miles. Here Fred Haigler, head Armour cattle buyer, talks to his office from a cattle pen. (Armour and Company photo)

ample unloading docks that are open 24 hours a day, sanitary conditions and good feed and water.

How would the many individual producers and feeders of those million cattle sold at Denver have fared last year if they had been on their own, forced to accept the bid at home of a buyer they might or might not get?

Of course the responsibility of a market goes further than the primary objective of providing a free and open, competitive central point of trade on livestock.

Marketing costs are an important item. The Denver Union Stock Yard Co. has long maintained a policy of mechanization and streamlining operations to help offset constantly increasing costs of operation—a saving that is

passed along to the shipper by holding increases to as low a level as is possible.

Baled hay is stored on pallets upon arrival, being unloaded and piled quickly by huge fork lifts. Then the fork lift is used to put this palletized hay on the commission company fences as needed. The manual labor involved under the old system of loading bales onto a truck and then unloading from the truck to the fence largely has been eliminated. Such action has kept the USDA allowed margin above cost at substantially lower levels, current wage rates considered.

The company's long-term program of land grants, machinery grants and trackage grants to expand and promote the packinghouse industry at Denver has paid off for both cattle producers

The basic values for quality cattle are established at

CENTRAL MARKETS

WHERE SUPPLY—

desirable livestock
in an orderly flow
of dependable volume
broad choice of kind and grade
in the hands of competent sales agents—

MEETS DEMAND—

local slaughterers
other packers and feeders
seeking all kinds of livestock
to fill their respective needs
through competent buyers and buying agents—

UNDER FAVORABLE CONDITIONS—

efficient facilities and services
active and open competition
fair trading practices
accurate weighing and guaranteed returns
government regulation and supervision—

AND MARKET CONDITIONS ARE RELIABLY REPORTED—

accurately and understandably
through various media
to producers, markets, sellers and buyers
supplemented by advice and information
to aid in production and marketing.

AMERICAN STOCK YARDS ASSOCIATION

1330 Terminal Tower, Cleveland Ohio

and feeders. Where Denver once was a feed-in-transit point for feeder cattle, it has now become a major beef-packing center calling for large daily demand for fat cattle and sheep.

This has meant a ready market for fat cattle and sheep which are now fed by the hundreds of thousands in Colorado's large irrigated sections. This has in turn stimulated a strong, year-around demand for feeder cattle to supply these Colorado feedlots with cattle from neighboring states.

Denver beef is shipped coast to coast. Last year, more than 1,500 loads of meat were exported each month. Competition for supplies to meet this demand stimulates competition for livestock on the Denver market.

Stockyards companies must be for-

ward looking. At Denver, a new truck unloading chute division was built in 1947, well before the tremendous increase in truck movement of cattle took place. Thus, it was ready to meet the changeover movement from rail to truck when it arrived. Delays in unloading were avoided and fast handling from truck to pen was expedited.

In addition to the strongly supported selling method of "private treaty" today, because some buyers and sellers prefer, the Denver Union Stock Yard Co. and the commission firms on the market are operating a weekly fall feeder cattle auction on Thursdays. This auction method of selling feeder cattle was conducted each Thursday last fall successfully. As a central market auction, these Thursday sales provided cattle-

men and buyers who prefer the auction system of selling an opportunity at the center of supply and demand. Many central markets in the Midwest areas now conduct such fall auctions if the demand for them is sufficient.

This auction is well-run and efficient, drawing buyers and orders from throughout the feeding areas. No extra charge is made for this method of sale which is an added service of the Denver market. Government supervised scales, tested immediately upon request, are operated at all central markets.

Above all, central markets are waging continual intensive central campaigns to maintain and increase buying competition in the stockyards. This is not only in the interest of the companies on the markets, but is even more in the interest of cattle producers and feeders generally and the industry as a whole.

Marketing livestock is important business. Don't minimize the importance of central markets in your business.

SINCE 1887---

'top market at the top of the nation'

For 70 years, the South St. Paul stockyards has been the Northwest's largest livestock terminal market, serving the thousands of commercial feeders, livestock producers and dairy farmers in the corn belt and Upper Midwest. That record speaks for itself.

Any market, to stay in business for seven decades, through good times and bad, through wars, panics and depressions, must have done well by its customers. Its ways of doing business must have been sound—must have produced benefits in full market values to our customers, year after year.

Today, we salute the past and dedicate our future to the serving of our market customers!

SAINT PAUL UNION STOCKYARDS COMPANY

SOUTH ST. PAUL, MINNESOTA

Chicago Sets Up Weekly Feeder Sales

The Chicago market is the leader in cattle volume for the first seven months of 1957. With 63 public markets showing a 12.7 per cent loss, Chicago has increased cattle volume in 1957 over the corresponding period of 1956.

In order better to serve the needs of Corn Belt stockmen in procuring feeder cattle, Chicago for the first time will have weekly feeder sales beginning Sept. 27 and continuing through Nov. 1. The 13th annual show and sale, the country's largest feeder event, will be held Oct. 24-26.

Last year buyers from seven states paid nearly \$3 million dollars for western feeder cattle at Chicago. A record 16,000 feeders were sold at the 12th annual show and sale. At last year's show, steer calves averaged \$24.02, heifer calves \$18.13, yearling steers \$19.91 and yearling heifers \$16.29.

This year Corn Belt stockmen are buying and contracting cattle rather cautiously in light of the sharply higher feeder cattle prices. Many inquiries have been received already for the fall sale program from buyers in an eight-state area. These states include Pennsylvania, Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota and Iowa. In these states during 1956, nearly one million cattle were marketed for slaughter.

Judges for the 1957 Chicago Feeder Cattle Show and Sale will be: Tilden Burg, Sciota, Ill.; W. M. Beeson, Purdue University; William Thompson, New Carlisle, Ohio; Gus Bremer, Stanton, Nebr., and Will Jargo, Andover, Ia.—Union Stock Yard and Transit Co. of Chicago.



WEEKLY
fall feeder sales
at CHICAGO
— every Friday —
SEPT. 27 thru NOV. 1

• • •

13th Annual Show and Sale
 "country's largest" — Oct. 24-25-26

• • •

**Chicago Hitches
 WESTERN FEEDERS
 to the Corn Belt**

Commission firms to serve you:

H. B. COPELAND AND CO.
 (Les Hatch - E. J. Wegener)
 ALEXANDER CONOVER AND CO.
 (Myers Miller - "Scotty" Summers)
 DOLAN LUDEMAN AND CO.
 INGWERSEN, LEIGHTON, AND COMPTON
 ROSENBAUM BROS. AND CO.
 (Harry K. Wertheimer - Jim Gentleman)
 CORKERY AND BOEGNER
 CHICAGO PRODUCERS COMM. ASSN.
 FARMERS UNION LIVESTOCK COMM. CO.
 (Bob Barber)
 HAIME & RENEKER
 JOHN CLAY AND CO. OF CHICAGO
 GILLIGLY AND CO.
 STAFFORD-RINDERLE
 (Frank "Art" Thomas)
 SWINER BROS.
 (Bill O'Neill)
 WALTERS AND DUNBAR
 McCASLAND, HOAG AND VAUGHAN
 (Chalk Work - Homer White)
 KUENSTER LIVESTOCK COMM. CO.

Consignments received one week prior
 to sale date will be advertised



For further information contact your Chicago commission man or Rm. 116, Exchange Bldg.

CHICAGO STOCK YARDS — "the barometer of livestock prices"



Oklahoma City Stockyards—the nation's eighth largest livestock market.

Cattlemen!
The OKLAHOMA CITY LIVESTOCK MARKET
Can serve you best...because we have...

Aggressive commission men

Very active order buyers

Broad packer demand and

The finest stocker and feeder market
in the Nation

Oklahoma City Livestock Exchange
and the
Oklahoma National Stock Yards Co.

*Visit the Oklahoma City Livestock Market during the 1958 convention of the
American National Cattlemen's Association*

6.4 Million Head Handled Last Year

Sometimes livestock producers fail to recognize how important central markets are to all segments of the livestock industry. Because of the volume of business at the central markets, the competitive buying power that is concentrated there largely establishes prices for all classes of livestock throughout the nation.

Last year, Omaha handled a total of 6,467,716 head of cattle, hogs and sheep—the largest total receipts of any market. These receipts came from 24 states and had an estimated value of \$511,000,000—or about \$2 million for every market day of the year. Omaha is the world's largest meat-packing center. Of the 1956 receipts, the 18 packers in Omaha purchased 63 per cent of the cattle, 83 per cent of the hogs, and 60 per cent of the sheep. Order buyers purchased 16 per cent of the livestock for shipment to packers in 196 cities in 36 states, and stocker and feeder buyers purchased 11 per cent for shipment to country points in 26 states.

While the Union Stock Yards Company of Omaha provides some \$15 million in facilities, the 42 bonded commission firms represent the shippers to the Omaha market.

Because of the large volume of livestock handled on a central market, selling costs—including both yardage and commission charges—average only about 1 per cent of the sales price. Considering the services and facilities provided, no other agricultural commodity is handled on so small a margin as is livestock on a central market.—**Harry B. Coffee**, president, Union Stock Yards Company of Omaha.

Union Pacific Running Special Stock Trains

Special livestock trains from western states to packing centers at Omaha, Kansas City, St. Joseph and Denver have been scheduled by Union Pacific Railroad.

The specials will operate from Utah, Wyoming, Nebraska and Colorado.

Service will begin on Friday, Sept. 6, and operate every Tuesday and Friday thereafter during the fall shipping season. Schedules will provide for a full day of feed, water and rest in the market city before the market opening.

Arrangements have been made for moving livestock from Evanston and Cokeville, Wyo., and points east of those cities, to Denver on a special schedule with the same Tuesday and Friday departures.

Union Pacific livestock or other representatives will give full details on the special stock trains.

Ship To North Portland

Since 1909 this terminal market has provided a daily dependable cash outlet for all types of livestock.

Full top value is assured through the services of six experienced commission firms.

Ninety bonded buyers are in daily competition for your livestock.

For the answer to all of your marketing problems contact one of the following selling agencies:

Albright Commission Co.

**Clark, Taylor & Hoard
Commission Co.**

Bernis Commission Co.

Duffy Commission Co.

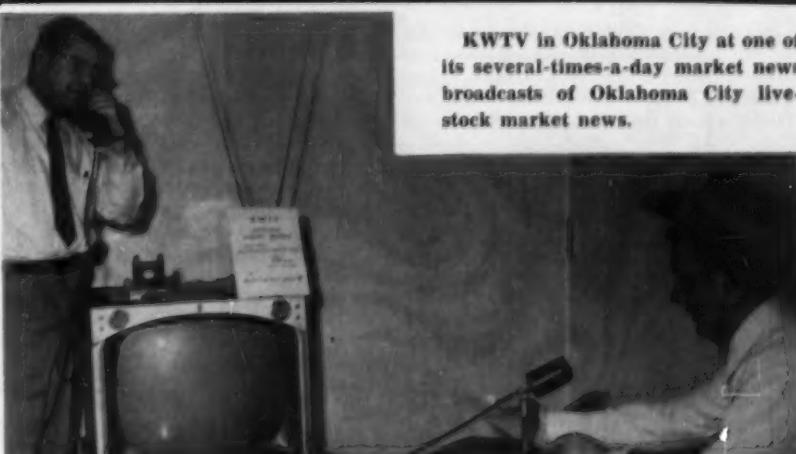
**Benson-BoDine & Clark
Commission Co.**

**Farmer's & Stockmen's
Commission Co.**

Portland Union Stock Yards

North Portland, Oregon

Member of the American Stock Yards Association



KWTV in Oklahoma City at one of its several-times-a-day market news broadcasts of Oklahoma City livestock market news.

Special Stock Trains

The Burlington Railroad is again operating special train service for the fall movement of livestock from Wyoming, Montana and Nebraska points to all markets and feedlot stations. The leaving times are shown below:

The Montana-Wyoming Livestock Express—iv. Laurel 11 p.m., Billings 11:59 p.m., daily except Saturday and Sunday, picking up stock at Sheridan, Gillette, Edgemont and Alliance.

The Wyoming—Thursdays only, iv. Sheridan 10 p.m., serving Arno, Verona, Clearmont, Kendrick, Arvada, Echeta, Gillette, Rozet, Moorcroft, Kara, Upton, Osage, Newcastle, Dewey and Edgemont.

The Belle Fourche—iv. Sheridan, Wyo., 5:30 p.m. Fridays only, serving Arno, Verona, Clearmont, Kendrick, Arvada, Echeta, Gillette, Edgemont and Alliance.

The Box Butte—Fridays only, iv. Alliance 10 p.m., ar. Lincoln 10 a.m. next day, connecting with trains to south and east.

The North Platte Valley—daily except Monday, iv. Torrington 9:30 a.m., stopping at Henry, Morrill, Mitchell, Scottsbluff, Minatare and Bayard.

The Sandhills—Fridays, Saturdays and Sundays, iv. Alliance 11 a.m., service Antioch, Lakeside, Elsworth, Bingham, Ashby, Hyannis, Whitman, Heceta, Mullens and Seneca.

The Middle Loup—Fridays, Saturdays and Sundays, iv. Thedford, Nebr., 4:30 p.m., serving Halsey, Dunning, Lincolton, Anselmo, Merna, Broken Bow, Herwyn, Ansley, Litchfield, Hazard and Ravenna.

The Rocky Mountain—daily, iv. Alliance 1:30 a.m., serving Bridgeport, Sidney, Sterling and Brush and for connections beyond.

Livestock from the Big Horn and Powder River areas is handled daily on freight train No. 78 scheduled from Greybull 4 p.m., and picking up at Worland, Thermopolis, Bonneville, Lyons, Armito, Powder River, Bucknum, Bishop, Casper, Glenrock, Orpha, Douglas, Glendo and Guernsey. Special train service provided any day from these stations for 25 or more cars until further notice.

Washington Notes

The vote on the check-off bill (HR 7244) to permit voluntary deduction on livestock to be used for meat promotion was: The West 40 for, 11 against; South 81 for, 30 against; East 16 for, 94 against; Midwest 38 for, 81 against. In the 28 states representing the American National Cattlemen's Association state association membership the total vote was 122 for, 71 against.

The Senate resolution recognizing the National Cowboy Hall of Fame in Oklahoma City, where the American National Cattlemen's Association will hold its annual convention Jan. 6-8, passed the House and awaited the President's signature.

S. 1356, the O'Mahoney-Watkins bill proposing transfer of regulatory jurisdiction over packers from USDA to the Federal Trade Commission was not taken up on the Senate's schedule.

The humane slaughter bills evidently were buried and apparently no action was taken on either House or Senate bills.

HR 5538, to provide Defense Department withdrawals of public lands in excess of 5,000 acres for military purposes must be approved by Congress passed by House and Senate.

The wilderness area bills designed to tie up a lot of public lands got no action.

NEXT STAGE . . .

CATTLE CYCLE

By HAROLD F. BREIMAYER, USDA Livestock Economist

AFTER INCREASING 20 million head in a seven-year upswing, the inventory of cattle is now on a decline. The Jan. 1, 1957, estimate of 95.2 million was 1.6 million below 1956, and slaughter rates to date in 1957 indicate a further reduction by January 1958.

The expansion phase just ended was sizable. Aided by strong consumer demand for beef, particularly for fed beef, not only the size but also the productivity of the cattle herd was increased. Calving ratios improved. A shift from dairy to beef cattle took place. From 1951, its cyclical low, to 1956, its high, production of beef increased 64 per cent. As a result consumption per person rose over the same five years from 56 to 85 pounds.

Downswings Last for Several Years. Previous downturns in cattle numbers have lasted for several years. That of 1918-28 continued 10 years while the 1934-38 and 1945-49 cyclical reductions each lasted four years.

If general economic factors affecting cattle remain about as in 1957, numbers might not decrease as long or as far as usual. The low point might come in 1959 or 1960, and at around 92 million head. This is an estimate built on year-to-year projections of cow numbers, calf crop and slaughter rate.

A reduction in cattle inventories begins when prices (current and prospective) are unprofitably low relative to the factors involved in production—range and feed conditions, costs of purchased feeds, other cost rates and the availability and cost of financing. Similarly, numbers are built up again when the price outlook is favorable relative to those factors.

But decisions are made slowly. Cattle have a long life cycle and cattlemen, especially producers, cannot jump in and out of business in the way a broiler producer or a lamb feeder can. The long life span of cattle and necessary slowness in production response lie at the base of the long swings in inventory numbers called the cattle "cycle."

Cattle numbers were reduced during 1956 under pressure of extreme drought and depressed prices. In 1957 drought has been replaced by abundant moisture and prices are rising, yet the reduction continues. This is an illustration of the slowness with which cattle trends are reversed. Producers who went out of business in 1956 will certainly not return immediately in 1957. Those in drought areas who reduced in

1956 will need to restore the condition of ranges and rebuild stocks of hay before adding a great deal to their herds.

Producers in position to carry more cattle often need credit to do so; yet lenders are sometimes hesitant to make loans until the upswing in cattle production is underway. Furthermore, just now loanable funds are short and interest rates higher.

Even when cattlemen are willing, the biology of cattle prevents fast response. Once cow and heifer numbers are reduced, the smaller size of the crop makes it difficult to add to herds quickly; it is hard to maintain sales for current income and to withhold for future expansion at the same time. Not until heifer calves mature and calve can sizable additions to cattle herds be made readily.

This Downtrend to be Small. For these reasons, it is unlikely that the present downturn in number of cattle will quickly end and merge into a new expansion. On the other hand, it is equally probable that the present reduction will not be very large.

Downswings in cattle cycles have been getting successively smaller. The last two were of four years duration in contrast with 10 years for the preceding one. The amount of reduction has steadily become less. In 1918-28 it was 22 per cent, in 1934-38 it was 12 per cent, and in 1945-49 it was 10 per cent. Furthermore, for beef cattle alone the extent of change has been moderated even more. By the 1945-49 period the reduction in beef herds was only 7 per cent.

Milk cattle numbers have decreased since 1954 and are now lower than in 1949. Some further reduction is possible, but large liquidation of milk herds is not likely. Thus, if the cut in beef herds is again small the reduction in total cattle also will be relatively small.

Adding to the evidence is the mild nature of the decline thus far. Numbers fell 1.6 million head during 1956. In 1945, they dropped 3.3 million. In 1934, extreme drought and a government purchase program pulled inventories down 5.5 million.

Demand for beef has increased markedly over the last two or three decades as population has grown, consumer incomes have risen, and some demand has shifted from pork to beef. This trend in demand, if it continues, will be a strong force preventing sharp decreases in cattle production.

(Continued on Page 26)

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Ranges and pasture improved greatly this year and the 1957 hay crop is record large. The total feed grain harvest in prospect Aug. 1 will be fully adequate for all needs. Moreover, reserve stocks of corn and wheat are huge. The carryover of corn Oct. 1 is expected to be about 1,450 million bushels, virtually half a year's requirement. Unless a severe drought should recur, the prospective feed supply would not curtail but rather would encourage an early increase in cattle production.

Since World War II, beef cattle production has increased in the East and South more than in the West. This does not necessarily make production any more or less stable than before under all conditions. But it could allow cattle numbers to turn about more quickly than usual in the next few years. **Decrease in Slaughter will Precede any Inventory Upturn.** A new expansion in cattle inventories cannot begin until slaughter is reduced appreciably below the net reproduction rate (calf crop less death losses).

A rough indication of how the present cycle might evolve in line with the general description just given is provided by the data in table 6. In this projection, it is assumed that not until 1959 would enough heifers be added to breeding herds to result in an increase in the calf crop. Cattle slaughter would decrease until 1959 and calf slaughter until 1960. Cattle inventories would touch their low in 1959. They would increase beginning in 1960, slowly at first and faster later.

With less beef produced, consumption of beef per person would decline from 85 pounds in 1956 to 76 pounds in 1960. It would decrease somewhat further, if the expansion in cattle numbers early in the 1960's should be especially rapid.

These changes would be about half as great as those after 1945.

The projections of table 6 are, at best, only general approximations. They are presented here in order to give a quantitative idea of how the present cycle might develop. The data have the merit of being consistent throughout; cow herds, calf crop, slaughter and inventory change are in balance with each other.

If the current cyclical adjustment should be a half-size version of the usual one, prices of cattle would advance materially but not nearly as much as in some previous cycles. Certainly a 76-pound per person supply of beef for consumption in 1960 would not generate as high prices as the 56-pound supply did in 1951. Price increases would be most moderate for high grade fed cattle; abundant feed and a continued high volume of cattle feeding would restrain sharp rises. Prices of cows and of feeder stock—calves most of all — would increase most, in percentage terms. These are the usual differences in rate of change when cattle prices are on a cyclical up-trend.

NUMBER OF CATTLE, SLAUGHTER, AND BEEF SUPPLY

Year	Number of cattle and calves Jan. 1	Number slaughtered			Dressed weight per head of cattle slaughtered	Beef production Million Pounds	Beef consumption per person
		Cattle	Calves	Total			
1949	76,830	18,765	11,398	30,163	503	9,439	63.9
1950	77,963	18,614	10,501	29,115	514	9,534	63.4
1951	82,083	17,084	8,902	25,986	519	8,837	56.1
1952	88,072	18,625	9,388	28,013	520	9,650	62.2
1953	94,241	24,465	12,200	36,665	508	12,407	77.6
1954	95,679	25,889	13,270	39,159	502	12,963	80.1
1955	96,592	26,587	12,864	39,451	512	13,569	82.0
1956	96,804	27,754	12,997	40,751	523	14,462	85.4
1957*	95,166	27,300	12,700	40,000	520	14,200	83
		Projections of the cattle cycle **					
1958	93,200	26,700	12,250	38,950	525	13,975	80
1959	92,000	26,000	12,000	38,000	525	13,600	77
1960	92,200	26,000	11,700	37,700	530	13,725	76

* Number on farms is preliminary estimate; all other data are forecasts. ** Projections under favorable conditions. Very severe drought or drop in demand for beef would step up slaughter and speed the reduction in inventory.

The Market Picture

MOISTURE AND FEED conditions over a large part of the West continued good to excellent and were at the highest levels in at least five years, with some areas the best in 10 years. Rainfall continued to spread over much of the territory in August, so that moisture was not a problem, except in isolated areas.

Hay crops and prospects of winter feed were so abundant that even in late August quite a number of growers were not yet ready to price feeder cattle, being content for the present to take advantage of extra gains from plentiful feed. Even with a moderate set-back in grain-fed cattle prices during August, demand for feeder cattle continued broad and, in fact, prices edged further upward.

While during most of the current year fat cattle prices had been running \$2 to \$3 above a year ago, the comparison by late August found price levels hardly keeping up with last year's fat market. This was due mainly to the fact that fat cattle prices a year ago spurted upward in August and September rather sharply, only to level off toward the close of the year.

A slight decline in late August placed fat prices slightly under a year ago. Yet, in recent months, feeder cattle prices have consistently run as much as \$3 to \$4 above last year and current indications do not reflect any downward trend. Thus, feeder cattle prices appear to be based this year, not upon what current fat cattle are worth, but rather upon the prospect of doing a job of finishing cattle at considerably less cost per pound of gain.

In recent years, many feedlot operators have wanted as much as \$1 per cwt. mark-up in price for each month

of feeding, over original cost of feeder steers, in order to make a profit. With the sharp reduction in costs of feed items this year, there are those in the trade who feel that cattle can be finished on a paying basis by selling fat cattle at somewhere near original cost per cwt. In other words, that the gain will more than pay for itself. Apparently, this is one of the major reasons why feeders have so promptly bid away the favorable margin between fatteners and feeders which existed earlier in the season.

Signs of a trend toward re-building of foundation herds, especially in the former dry areas of the Plains, continue to show up. Just how far-reaching this trend will develop cannot be predicted. However, the sharp increase in holding back of heifers and heifer calves is already evident in contracts made for fall delivery, where growers have not sold nearly as many of the heifers as in previous years. Furthermore, culling out of cows apparently is being more carefully done this year, based upon the reduced volume coming to markets. In addition, a study of shipments of cows being marketed shows that very few younger cows are included in culled shipments, indicating a larger carryover of breeding cows. It is difficult to estimate, also, how many cow and calf outfits will carry calves over to yearlings this year for the first time in several years, an operation which has been impossible in many formerly dry areas the past five or six years. Even the carrying of yearlings to two-year-olds is likely to show some increase.

As has been previously pointed out in this column, the close price spread between steers and heifers this year, both in yearlings and calves, is another indication that heifers are available in smaller numbers. This trend toward re-stocking not only is prevalent in the cattle industry, but much evidence is shown that the sheep industry is fol-

lowing the same pattern. Buyers are giving premiums of \$2 to \$4 per cwt. for ewe lambs, over and above the price of wether lambs, as indicated by contracts for fall delivery. In fact, in some areas, such as New Mexico, where moisture has returned after a long absence, many growers are reported as not pricing their ewe lambs at all, intending to retain the entire crop.

A slight increase in marketing and tonnage of cattle in late August out of feedlots met with mild declines in the fat cattle trade as well as a sluggish dressed beef market at lower prices. Apparently the pattern indicated by the last feeder survey was shaping up, as the report indicated a larger marketing of fed cattle for July, August and September compared with a year ago, and a reduction in the October to December volume. If such a pattern continues to develop, prospects point to a more stabilized trend for the remainder of the year, in contrast to a year ago when prices spurted sharply upward in September and then dropped rapidly through the remainder of the year. Inspected slaughter of cattle for July established a new record. While the early part of August indicated slaughter slightly under last year, the latter part of the month was running above a year ago, with tonnage per head well above a year ago. This tonnage factor was also an indication that more fed cattle and fewer cows were being slaughtered than last year.

Since mid-June, when the slaughter cow market generally makes its annual price break, cow prices have started downward on two occasions, only to recover most of the decline. By late August, cow prices on the average stood fully \$2 to as much as \$3 over last year. Beef cows were bringing \$13.50 to \$14.50 quite freely and numerous loads of smooth fat cows made \$15 to \$15.50 and occasionally up to \$16 or better. Canners and cutters made up a much smaller percentage of the supply, reflecting the improved feed conditions, these selling in a range of \$10 to \$13.50, not much volume under \$11. In fact, cow prices were still holding at the highest levels since early 1953.

Price-wise, contracts and sales of good and choice stocker and feeder steers moved up to a spread of \$20 to \$22 quite freely, with choice light yearling stockers contracted as high as \$23 to \$24 in a limited volume for September and October delivery, the latter price paid in Nebraska with \$23.50 paid in Colorado. Fleshy two-year-old steers were in good demand at \$20 to \$22 with recent sales mostly \$21 or better and some fleshy kinds reaching \$22.50 to \$22.75 in a limited volume. Medium to good steers were available only in limited numbers at \$17 to \$20, mostly \$18 or better, some of those on the cross-bred order.

Delivery dates on fleshy feeder steers with weight were generally early, ranging from immediate to early Sep-

tember, with only an occasional grower willing to deliver in September and then usually getting a premium for the early date.

Good and choice yearling and two-year-old heifers were selling quite freely at \$19 to \$20.50, an occasional high quality string reaching \$21 or better, those bringing \$20.50 or above usually being delivered immediately or up to early September, those at the lower figures generally into October.

Growers were generally holding stock calves for late delivery and some were not in a hurry to set an asking price. As a result, a definite price pattern on calves had not yet developed. Quite a sizeable volume of good and choice calves were under contract at \$22 to \$25.50 but very few recent contracts were reported under \$24, and more volume was showing up to \$26 to \$28, with \$30 to \$31 paid in a small way for specialty kinds of the show type. Earlier, good and choice heifer calves were contracted at \$20 to \$22, but more recent sales were running \$22 to \$23 and up to \$24, with fancy kinds occasionally as high as \$26 to \$26.50. It was not unusual to hear of good sized strings of steer calves being held up around the \$30 mark, with growers not particularly concerned at this time about getting them sold.—C. W.

Promotion Notes

The New Mexico Meat Institute will again sponsor a meat poster contest among the state's school children, between Sept. 1 and Nov. 15, with all entries to be postmarked by Nov. 5. Any student from first through 12th grades is eligible, and top prize will be a scholarship to the state A. & M. college, according to Mrs. Linda Lambert of Mosquero, chairman of the institute.

The beef promotion bill already enacted into law by the Utah legislature is being questioned by the district supervisor of the Packers and Stockyards Branch, USDA. According to Arizona Newsletter, he said marketing agencies would violate the P. & S. Y. Act if provisions were carried out to deduct 10 cents per head from sale of cattle and calves.

The Oregon Cattlemen's Association has sponsored a petition with the state agriculture department for creation of an Oregon Beef Commission. The association asks that hearings be conducted to see if such a promotional group is desired; under it, 10 cents per head would be collected on cattle at time of state brand inspection.

Sixteen meetings will be held in various areas of California the last week of September to get nominations for appointments to the new California Beef Council. Nineteen members and 19 alternates will be chosen for this council to promote beef sale.

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From January to May, inclusive, imports of cattle from Mexico totaled 145,607 head, as against 48,037 in the period in 1956. Imports for the full year 1956 were 111,000 head; 1955, 250,000. Between Jan. 1 and July 13 Canada exported to the U. S. 9,423 beef cattle; 19,007 dairy females and purebreds; and 9,405 calves (these mostly from eastern Canada so they may have been dairy animals). Comparable figures for 1956: Beef cattle 939; dairy and purebreds 27,236; calves 3,509.

FACTORS THAT INFLUENCE YIELDS OF BEEF CUTS

By JOHN C. PIERCE, Jr., Livestock Division, AMS, USDA.

BEEF CARCASSES vary considerably in their proportions of individual wholesale and retail cuts. Since there are differences in demand for the various cuts, the yield of cuts from a carcass is one of the factors determining carcass value. The USDA has made a study to determine how differences in conformation and finish influence yields and to develop measures of these factors which could be incorporated into grade standards. Improvement of the standards in this manner could make grading a more effective and meaningful tool for the producer, processor, meat distributor and consumer.

A total of 459 beef carcasses were studied, including all grades from Prime through Canner and representing normal weight ranges for each grade. From 17 to 29 carcasses were selected in each of 20 grade-weight groups. In an effort to find a means of identifying carcasses with unusual yields of cuts, carcasses were selected within each grade-weight group to include those with wide differences in conformation and finish.

Eleven objective measurements of conformation and finish were studied, including various measurements of length, width, and depth of the carcass and thickness of fat. In addition, the relationships of side weight, final grade, conformation grade, and finish grade with yields were determined. All carcasses were cut into wholesale and retail cuts, and yield data were obtained for the cuts and trimmings at the wholesale and retail levels. Yields that have been studied to date are (1) all untrimmed wholesale cuts, (2) the major retail cuts from the round, loin end, short loin, chuck, and rib, which were trimmed in a manner typical of general practice, including removal of surface fat in excess of one-half inch, (3) the retail cuts from these five cuts with close trim, including some boneless or partially boneless cuts, short loin steaks with all flank portion removed, and similar refinements in other cuts, and (4) the sum of these five cuts at the wholesale and retail levels.

Observation of the variability in yields of cuts was one of the first steps in the study. The following tabulation lists the average yields of the five wholesale cuts for all 459 carcasses and the range, or difference in yield, from the high to the low yield for each cut:

Wholesale cut	Average yield per cent of carcass weight	Range per cent
Round	24.40	10.53
Loin end	9.16	5.05
Short loin	7.18	4.90
Chuck	26.72	8.66
Rib	8.92	3.61
Sum of five	76.38	14.07

The range in yields of wholesale cuts emphasizes, primarily, the difference in yield of preferred cuts in carcasses of unusual development as contrasted to the average. However, to an extent, this illustrates not only the need for precise carcass evaluation relative to yields of cuts but also indicates an encouraging potential for consideration by the beef cattle breeder. In considering the relative importance of these yield differences for individual cuts, the range should be considered in relation to the size of the cut. For example, the range in yield of short loin may appear small, but it represents nearly 70 per cent of the average yield for this cut.

Classifying the carcasses according to weight and grade removed from 45 to 71 per cent of the variance in yields for 17 of the 22 wholesale and retail cuts studied. In other words, yields for a carcass generally were nearer the average yields for its grade-weight group than the average yields for all carcasses. However, there is a considerable range in yields even within grade and weight groups, which indicates a need for further precision. Two Choice grade carcasses of the same weight group (500-600 pounds) had differences in round yields of 5.18 per cent at wholesale and 3.58 per cent at retail; the sum of the five major cuts also differed by 5.72 per cent at wholesale and 7.27 per cent at retail for these two carcasses. Although classifying by grade and weight reduces variability of yields on the average, there remain individual carcasses with unusually high or low yields in each group. Such differences emphasize the need for developing means to identify these carcasses as well as the possibilities for selecting breeding stock for high yields of major cuts.

The relationships of various carcass measurements and grades to yields of cuts were determined to indicate their accuracy as measures for predicting yields. Finish grade was more closely related to yields of all cuts than was the objective measure of finish—depth of fat over the rib eye. Likewise, among measures of conformation, no single objective measure was consistently more closely related to yields than was conformation grade. Finish grade, the best measure of finish, was more closely related to yields of two-thirds of the cuts than was conformation grade, the best single measure of conformation. Although an aim of this study was the evaluation of objective measures as indicators of yields and the identification of the best such measure, none of the objective measures studied gave as accurate predictions of yields as the subjective grades for conformation and

finish.

The change in yields of cuts with a given change in conformation or finish is important from the standpoint of carcass evaluation. A one-grade difference in finish generally changes yields more than does a one-grade difference in conformation. However, the effect of conformation is greater than finish on the yield of wholesale loin end and retail loin end, short loin, and rib cuts. Thus the relative effect of conformation and finish depends on the cut under consideration.

Let us consider the effects of grade differences on the yield of the five major cuts that were used. A one-grade difference in finish changes the wholesale yield of these five cuts 1.19 per cent, or more than three times as much as the .35 per cent change which occurs with a grade difference in conformation. The effect of a one-grade difference in conformation on yield of retail cuts remained about the same as for wholesale, being .38 per cent, but a one-grade difference in finish changes the combined yield of close-trimmed retail cuts by 1.61 per cent.

Conformation and finish have opposite effects on the combined yield of the five major cuts. Additional finish decreases yield, while superior conformation increases it. The net change in yield of these cuts from one grade to another is slightly less than 1 per cent at wholesale and slightly more than 1 per cent at retail. This may seem like a rather small difference. However, these five cuts are relatively high in value, and a difference of 1 per cent or even less is an item of considerable importance to packers and retailers and, therefore, becomes important to producers. Furthermore, each carcass must be considered individually in carcass evaluation, and all carcasses are not developed uniformly in conformation and finish. For example, two quite different yielding carcasses in the Choice grade would not be unusual—one with Prime grade conformation and Good finish and another with Good grade conformation and Prime finish. The net difference in yield of the five wholesale cuts for these carcasses would be about 3 per cent, and nearly 4 per cent for retail cuts. This 3 or 4 per cent difference would amount to 18 or 24 pounds of these important cuts on a 600-pound carcass, which illustrates the importance of conformation and finish from the standpoint of evaluating individual carcasses.

The practical application of the information obtained from this study in evaluating present grade standards and improving them merits and is receiving serious consideration. One of our goals is the identification of a specific yield of major cuts as a part of grade. Admittedly, the incorporation of this additional factor into the standards presents complex problems. The present grades are designed with the primary emphasis on quality or those factors generally associated with palat-

ability, with a secondary consideration to conformation as associated with proportion of cuts in a carcass and the ratio of meat to bone. The contribution of finish is indirect through its effect on meat quality, while the only contribution of conformation is on the yield and distribution of the edible portion.

Since the factors affecting meat quality and yield of preferred cuts are somewhat incompatible, it appears that a logical solution may be the development of a system of dual identification in grading, with one symbol indicating quality and another indicating the expected yield of cuts. For example, Choice might continue to be a quality term, but an additional designation, such as a number or letter, would indicate a specific range of expected yield of retail cuts. A means of indicating yield of cuts would be of primary importance to retailers and thus, indirectly, to packers and producers. The consumer generally would be more interested in the quality identification, although differences in ratio of meat to bone associated with yield differences also would be important.

The department is presently evaluating data from this study in an effort to develop such a dual grading standard. Some additional cutting tests may be required, but certainly any proposed standards will require extensive testing. Also, additional research may yet disclose a workable objective measure that can be used to accurately predict the yield of edible meat in carcasses. Likewise, it may be that some modifications in our present concepts of evaluating carcass conformation would result in a higher correlation between conformation and carcass yield of edible meat. The available evidence appears to indicate that conformation is a factor to be realistically evaluated rather than one to be ignored.

With the present interest and emphasis on the meat-type steer, the unusual cutting carcass of today may well be the typical one of tomorrow, with a resulting need for greater precision in identifying carcasses in accordance with their yield of preferred cuts.

Radioactive Fallout

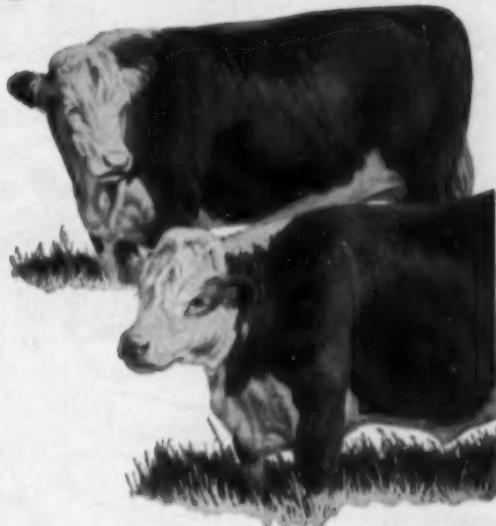
Radioactive fallout on the ranch or farm is the subject of a bulletin issued by USDA. It tells ranchers and farmers how best to protect themselves, their



families, livestock, crops and land in case of radioactive fallout after a nuclear attack. Single copies of "Defense Against Radioactive Fallout on the Farm," Farmers Bulletin No. 2107, may be obtained without cost from Office of Information, USDA, Washington 25, D. C.



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So Westerners will find the new Signet book "This is the West" a refreshing change indeed. Some, trying to ignore the past, will flinch when cattle history's blacker moments are re-created, but other readers will agree that this compilation of "the Life, Lore and Legend of the West" is a reason-

able, if once-over-lightly, account.

Editor Robert West Howard, noted agricultural writer, now roving editor for the American Meat Institute, performed yoeman service prevailing upon 25 of the West's top chroniclers to contribute bits and pieces of what becomes a fascinating outline of the land, the elements, the people and the critters that were and are the West.

Cattlemen will be especially interested in sections by famed livestock writers Col. Edward N. Wentworth and Charles W. Towne. CowBelles will recognize an old friend in Alice Marriott, author of "Hell on Horses and

Women," and will be pleased that a special section is devoted to favorite ranch beef recipes.

Conceived by the Chicago Corral of the Westerners and published by the New American Library, "This is the West" (Signet, paper-back, 35 cents) is a notable contribution to better understanding. A special, illustrated edition (\$6) will be published next month—a worthy investment for anyone's library of Western lore.

—Lyle Liggett

Road Modernization Trends In States

A continuing trend toward increased highway-user taxes and broadened bonding authority to raise additional funds for expanded highway construction programs is revealed by an analysis of action taken by state legislatures throughout the country this year.

New, broadened or revised laws authorizing issuance of state bonds for highway construction were enacted by the legislatures of Colorado, Delaware, Maine, Michigan, Minnesota, New Hampshire, Oregon, Tennessee, Vermont and Washington, with such legislation still pending in Alabama at this writing.

State gasoline taxes were increased in Indiana, Nebraska, New Hampshire, South Dakota, Utah and Vermont, with a temporary gasoline tax boost enacted in Oklahoma for emergency purposes.

Portions of state gasoline taxes levied on a "temporary" basis were extended in Connecticut and Iowa.

Motor vehicle registration fees or other forms of highway-user taxes were boosted in a number of states, including Maine, North Dakota, Texas, Vermont and Wyoming.

In contrast to the general upward tax trend, gasoline tax reductions were enacted in Montana and Pennsylvania, while truck taxes were cut in California.

Raised as a widespread issue in state legislatures this year in connection with highway financing were bills to require states to reimburse public utilities in varying degrees for the cost of moving their facilities when necessitated by new highway construction projects.

Such bills were vetoed by the governors of Colorado, Kansas, New York, Pennsylvania, Rhode Island and Wyoming. They were enacted, however, in a number of other states, including Idaho, Minnesota, Montana, New Mexico, North Dakota, Oklahoma, Tennessee, Utah and Washington, with the validity of the measures being challenged in several instances.

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The King Ranch

"The King Ranch," by Tom Lea (Published by Little, Brown & Company, 838 pp., two volumes, \$17.50), is the hundred-year story of the "greatest ranch in the world," with maps and illustrations by the author. It is reviewed here by the director of information of the American National Cattlemen's Association.

By LYLE LIGGETT

IN JULY, Life Magazine went all out in a pictorial and print preview of one of this year's most engrossing books, "The King Ranch," by Tom Lea.

This month, Little, Brown and Co. will introduce to the nation the full, two-volume book on the world's most misunderstood and often maligned ranch.

Ranchers who had their appetite whetted by the Life condensation will not be disappointed in the 838-page final version. Their disappointment in not seeing more of Eliot Elisofon's terrific color photographs will be tempered by seeing many additional drawings by Author Lea that Life did not use.

Simply, "The King Ranch" is the biography of men—the Kings and the Klebergs—who contributed to the development of one of the world's largest and most influential ranching enterprises. But it is in the broad concepts of that biography that the King Ranch develops as a vital and moving example in the transition of cattle raising from the open range to the era of fences, test tubes and IBM machines.

Tom Lea's facility for portraying life of the mid-1800's from a latter-day

mirror is a skill denoting much research and understanding. You'll hunker alongside King and vaqueros at a dung-fire, you'll ride viciously into battle against raiders and, yes, Yankees, and you'll sweat out each boom or bust of the cattle market—even as today.

Lea will make a short evening out of that long winter's night that we all save for reading of such bits of Americana.

But rancher-readers will find more than the story of young Richard King and the interwoven Klebergs in this book. Here is a chronicle of the development of one ranch—big, to be sure—but with the same problems, the same heartbreaks as any of us.

Sure, many scanning readers will pooh-pooh developments with, "If I'd struck oil I could do the same thing"; forgetting, perhaps, that Messrs. King and Kleberg had dug many a water well, planted many a grass seed, bred many a cow and stretched much fence before the oil sweetened the cow feed.

Most ranchers will spend extra hours over the appendices—the scientific papers, the account books, the reports of the development of Santa Gertrudis cattle and Quarter Horses—which make up a good section of the beautifully printed and bound volumes.



Others will find, to their surprise, that the King Ranch in South Texas actually comprises less than three-quarters of a million acres. And even the Pennsylvania, Brazil, Cuba and Australian "divisions" cannot make up the million acres

with which the press is quick to tag it. Even Life magazine came up with the figure of 865,000 acres—despite Author Lea's flat accounting.

But few readers will quibble over details, for Tom Lea, author of "The Brave Bulls" and "The Wonderful Country," is an accomplished researcher and was aided by other specialists, including Holland McCombs. Richard King, and the Robert Klebergs, father and son, were indefatigable record

keepers, and those records make interesting research and reading.

To old-timers, the legendary King Ranch gains luster with the patina of age—it celebrated its 100th anniversary four years ago—and it gains, even for

envious critics, the mellowed flavor of charcoal-aged whiskey. Not that the King Ranch has "relaxed" its pioneering, progressive heritage—ranching elsewhere has caught up with it and accepted many of its new-fangled notions.

But whiskey-raw was the South Texas of River Captain Richard King's day, and the emotions and the conditions of those and succeeding days honed men and ranches into a reflection of the times. Assorted cutthroats from both sides of the border made the land and the cattle of El Cojo King hard to gain and to hold. Searing drouths, ticks, disease, the Civil War, price busts and personal misfortunes also made of Richard King a formidable personage in their overcoming.

Lawyer Robert Justus Kleberg II arrived at the exact time and place in history to add to the fermentation and mellowing of the ranch. King's death in 1885 brought to Kleberg, already betrothed to Alice King, active management of the ranch under Widow Henrietta King's matriarchal ownership. Since then there has always been a Kleberg as patron; and Robert J. Kleberg, Jr., today's president and general manager, is a dynamic symbol of the blending of the King-Kleberg heritage and bloodlines.

It is assumed that work on the book was started in conjunction with the King Ranch's centennial in 1953. The four-year lag before publication demonstrates the awesome research, illustration and writing chore Tom Lea took on.

Future chroniclers of the King Ranch would do well to begin now preparing for a bi-centennial publication—the promise and potential of the King Ranch will make doubly fascinating reading in 2057.



A Look At BULL TESTING

By Gene A. Kalisz, D. V. M.
Winslow, Ariz.

"LIKE PRODUCES LIKE."

This was an early saying, and it still holds true. Geneticists have shown that phenotypes (having to do with visible rather than hereditary characters) representing good conformation, quality and specific color markings tend to produce progeny of the same nature.

But, more recently, performance testing and progeny testing have become common criteria for the selection of breeding animals.

The net efficiency of a producing herd is obviously dependent upon the reproductive performance of individual animals. Stockmen are becoming less dogmatic in examining a herd sire for spring of ribs, texture of skin, width between eyes, covering of fat and width of girth. Many have added a new tool. This tool is "bull evaluation."

Use of the "tool" came about with the formation of the Rocky Mountain Society for the Study of Breeding Soundness of Bulls, headquartered at Colorado State University. Members of the group (practicing veterinarians from many states and Canada) met in search of a common denominator for evaluating infertility of breeding animals. By using personally collected data, ranch breeding records and personal observations, a careful examination of all the assessed facts led to the acceptance of a standardized method of evaluation of a herd sire. With these new standards, members were urged to attend a "short course," using these new techniques, so that each member would have a working knowledge of the procedures.

Following the leadership of the Colorado Cattlemen's Association, ranchers in Wyoming started to take part in this program. The Wyoming Hereford Ranch put this plan of infertility examination to use on the ranch program. Other ranches to follow suit included: Bridwell Hereford Ranch of Windthorst, Texas; Silver Spur Ranches, Encampment, Wyo.; and many of the commercial beef herds from Montana to Arizona were soon to utilize this method of sire evaluation.

The methods of eliminating the infertile bull from the breeding battery and replacing with fertile ones soon became an aid in procuring a larger calf crop.

An indication that this plan may soon be adopted on a nationwide basis was evident at the National Western Stock Show in Denver early this year. The American Angus Association required all bulls from this show, either for breeding or show stock, to be certified for breeding soundness. This testing was performed by two organizers of

the society, Drs. Hill and Faulkner of Colorado State University.

The examination in bull testing involves the following:

1. Determination, by all criteria available, of the general quality of the semen, using this evaluation as one assessment of a bull's potential ability to settle cows.

2. Complete physical examination of the ability of a bull to serve females.

3. Checking of the breeding history of the bulls and cows being served for herd breeding problems.

These tests are used to evaluate the bull and classify him as a (a) satisfactory breeder, (b) questionable breeder or (c) unsatisfactory breeder.

Dr. Hill states that the semen examination does not imply that a veterinarian can select one bull producing "satisfactory" quality semen as being capable of a higher breeding efficiency than another bull whose semen graded "satisfactory." Rather, the veterinarian can definitely state which animals ejaculate semen of such quality as to not produce conception. The semen examination is not a test for the degree of fertility, as no practical test has been able to determine this variable factor.

Thoroughness of the physical examination is evidenced by its many components. These are: Cursory examination for infectious or contagious diseases, examination of the limbs and feet, normal gait, arthritis, wound injuries, claw callosities, examination of the eye and surrounding structures. Most important: examination of all parts of the external genitalia; the circulatory, respiratory, digestive and urinary systems.

Dr. Faulkner, veterinarian in charge of Colorado's mobile bull evaluation laboratory, explained that only when all components of this examination are utilized can a valid rating of a bull be given. For even a bull with the potential of causing conception, but having a severe arthritis, may fall into the un-

satisfactory breeder group for failure to frequent his harem in the range country.

A resume of previous evaluation of bulls is as follows:

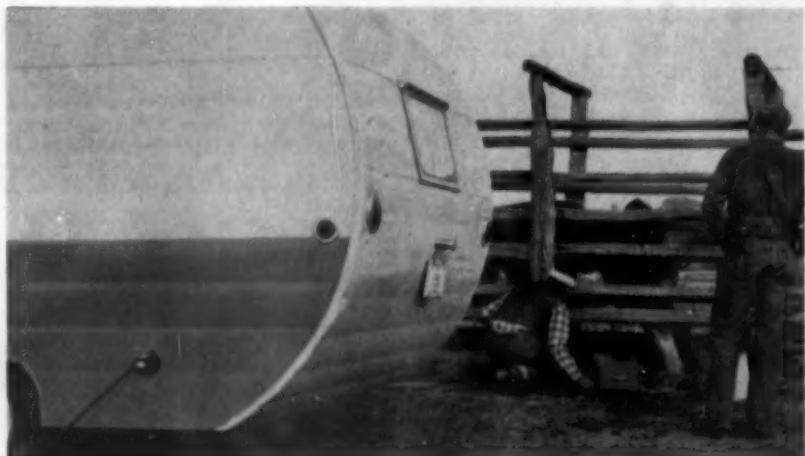
1. Most of the bulls fell into the satisfactory prospective breeder class. This indicates that the bull has the characteristic qualities that would enable him to produce conception in normal, healthy females. His conception rate should be over 60 per cent on one service.

2. The questionable breeder. This group of bulls shows some fault that would influence ability to settle cows. The conception rate is usually 50 per cent or below, but the bulls are capable of settling a few cows. It would be wise to recheck many of these bulls at a later date, preferably two or three months prior to the breeding season.

3. The unsatisfactory breeder is the



A CSU veterinarian examines semen to determine its quality as one of the measures of a bull's breeding ability. (Colorado State University photo.)



The Colorado State University mobile bull testing laboratory, which contains the most modern equipment for evaluating the breeding soundness of bulls, shown in use on a Colorado ranch. (Colorado State University photo.)

"DOLLAR RETURN" NEWS FOR EVERY FARMER BRINGING IN FEEDER CATTLE!

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Newly-arrived cattle are often in poor condition as a result of shipping. Unloading and sorting add new stresses. Changes in surroundings or in temperature—and new feeds and feeding methods—add still more stresses.

Under these stresses, cattle are subject to respiratory infections (rhinotracheitis-shipping fever complex) and foot rot. Animals affected by any of these clinical diseases are also subject to secondary bacterial infections which are often more damaging to cattle than the primary disease. Sub-clinical, or invisible, diseases are also ready to take over and sap an animal's vigor.

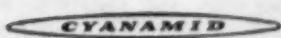
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"dud," which should be weeded out of the breeding battery. These bulls have a low conception rate and are essentially "sterile," and would be of no use as breeding sires until some treatment has been administered and the bulls rechecked several times.

The number of bulls examined in one day averaged between 20 and 30 if the animals "cooperated." Cost to the rancher is about \$10 per animal examined. Examination of the battery should be in off-season, although it can be done at any time.

Few in the livestock industry can deny the need for efficiency in ranch operations if profits are to be realized. Essentially the rancher sells grass—grass in the form of beef. An "open" cow eats up profits.

Cow Pony Corral

By Roy Lilley

A subject of basic interest to anyone who uses horses is that of breaking colts. Many types of equipment and many techniques are used in doing this job, yet all of them are intended to accomplish the same end; namely, to get the young animal gentle and teach him a few things that saddle horses are expected to know.

Now, some folks wouldn't think of using anything but a hackamore, while others are strictly snaffle-bit men. Then you will find a lot of men start with a hackamore and switch to a snaffle after they get the colt going well. Still others like various kinds of leverage

hackamores or hackamore bits. The Spaniards had pretty good luck using spade bits from start to finish on colts. Most horsemen like to end up with a light curb bit, although a lot of good working horses never see anything but a hackamore.

As in most other things, it's the results that really count. Anyway, I have always figured, whatever the means of getting a colt started, the idea is to end up with a good rein and a sliding stop, and for that a good mouth is absolutely essential. From there a person can go on to whatever he needs in his horse. Sometimes we are inclined to forget that, whether we use a regular bosal hackamore, a leverage outfit or a light bit, those gadgets weren't meant to act as mechanical breaks or steering devices. They are simply a means of giving a signal or cue to our mount. He has to transform the signal into action. Of course if there is a calloused jaw or tough mouth it will be a good bit more difficult to get the message through.

To illustrate my point on reacting to a conditioned signal, I might mention something that I think is relatively new: teaching a horse to dodge spurs. I used to think that spurring a horse in the shoulders was a means of making him buck. However, as usual I was behind the times. It's the fastest way to get a horse to drop his shoulders and cut back with an evasive steer. After a while any half-way smart horse will connect that sore shoulder with a spurred boot moving in that general direction and he will learn to swap ends pretty fast.

Now, I'm not complaining about training cutting horses in that way because, again, it is a means to an end and gets the job done effectively and certainly quickly. I guess what does bother me is that the saddle horse has had to be subjected to our ever-increasing hurry-up way of living.

Not too long ago we had time to start a two- or three-year-old colt, depending on how well he was grown out, with a week or so of corral work and then go ahead and ride him a little every day or so through the summer. By fall he would be ready for some pretty fair rides gathering cattle and he would get a chance to start looking at cattle. He would probably be turned out for the winter and eight times out of 10 the next spring after he got the hump out of his back he would be working better than when he was turned out in the fall.

From there on, finishing the job was mostly a matter of letting the horse get some experience. He already had a good, light mouth, had had a chance to get his gaits collected and was ready to work stock. Chances are by the time he was five or six if he had any natural cow sense at all he was cutting cattle just as nice as you please.

So what, you say. Who has time enough to take three years breaking a colt? Well, for one, I know I don't, but I sure wish I did.



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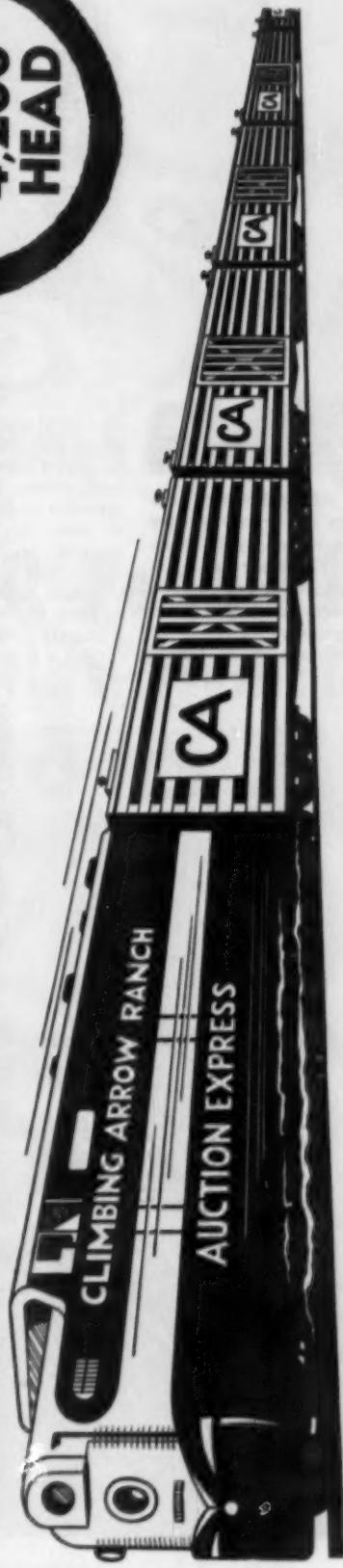
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Louisiana Hurricane

The Louisiana cattle caught by the recent infamous Hurricane Audrey in Cameron Parish are used to surviving under difficulties, according to a story written by Bill Caldwell, one of the Calcasieu Parish cattlemen who went to the assistance of the Cameron area people after the big blow and tidal wave had gone. Here are some excerpts from Mr. Caldwell's story:

To me as a cattleman, next in importance (to rescuing the people themselves) was the saving from the briny waters of what was left of the herds of cattle of that parish. About 60 per cent of the population of Cameron Parish depends almost entirely upon the sale of cattle for a living. There were about 100,000 head that grazed the marshlands of the parish. Like the people, the cattle have learned to endure many hardships which exist in the marshlands. They live and thrive on what their native land produces.

Their grazing is not what cattle from other grasslands of Louisiana could live on, but with the determination to live they grow strong and fat on sawgrass (the blades of which are edged with sharp sawlike teeth.) Only native cattle know how to gather and eat it without cutting their mouths. They graze out into the muck of the marsh, wading from knee-deep to stomach-deep, eat-



The copter cow lift operating near Creole, La., deposits an animal on dry land where it was released by the men striding toward it. The steer had been stranded in the marshes for four weeks after Hurricane Audrey hit in late June. USAF helicopters removed hundreds of head from the marshes. (Wide World photo)

ing blades of the grass. They know, too, just how far to venture out into the muck—one step too far out means the sinking out of sight never to be seen again.

Most of these cattle have to walk some two or three miles daily for their drinking water. Then, too, the swamps are infested with mosquitoes, poisonous snakes, stinging flies and many other pests. But these hardships produce a breed with characteristics all their own. . . . fine cattle they are.

Cameron Parish itself is the largest in the state in area, with a population of about 30,000. Some 700 human lives were lost there in the hurricane, and thousands of head of cattle, in addition to the homes and rice crops. The offer of the cattlemen of Calcasieu Parish was accepted by the Cameron cattlemen, some 30 miles distant, about 60 hours after Audrey hit. Some members of the Calcasieu Rangers and cattlemen from the Gillis area met at the Bill Caldwell home with horses, saddles, feed, water, etc., and formed a convoy. Arrived at their destination, they found a scene of devastation; cattle were clinging to life by swimming in the briny water, baby calves were seen standing on their dead mothers' bodies to keep their heads out of the water.

Nearly 3,000 animals were pushed out of the water to a nearby highway and on to a safe grazing land.

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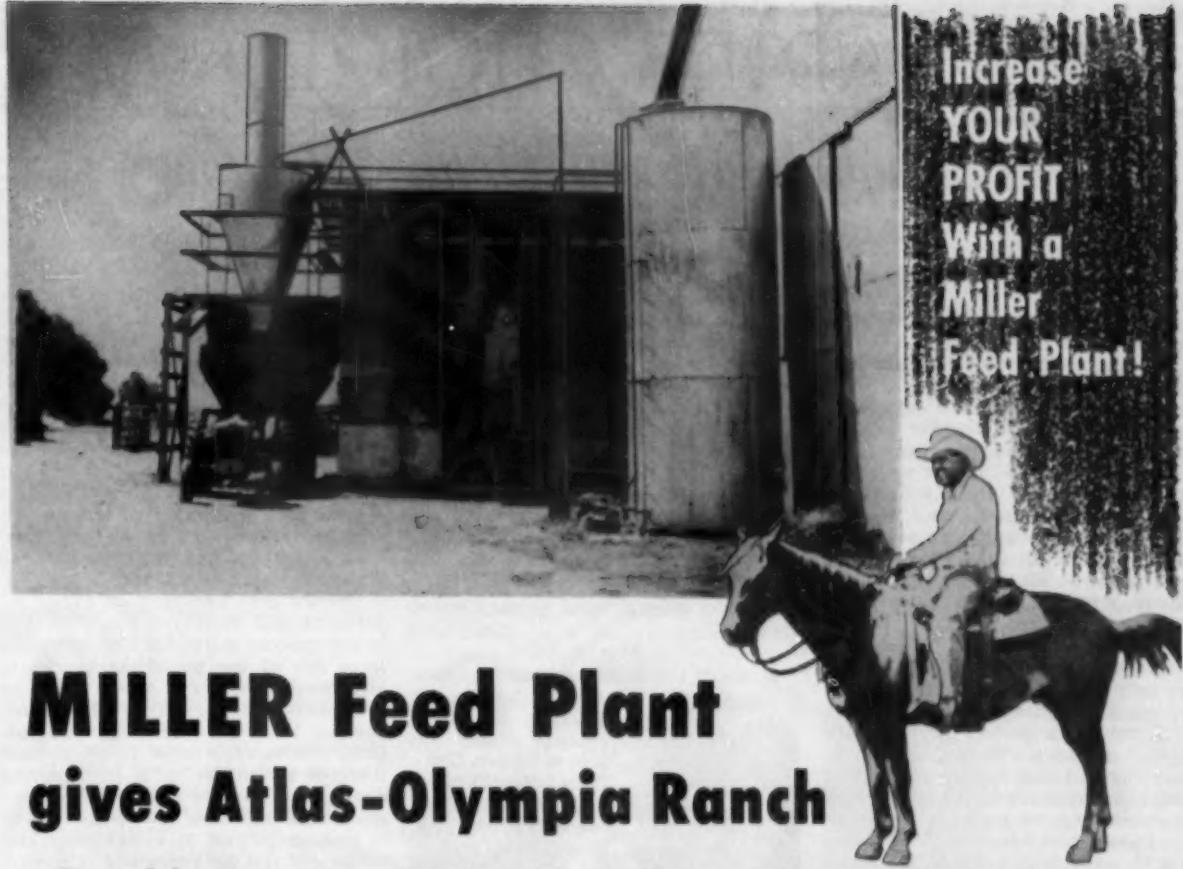
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October 11, 1957
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WYOMING HEREFORD RANCH

Cheyenne, Wyo.—George Lazar, Manager



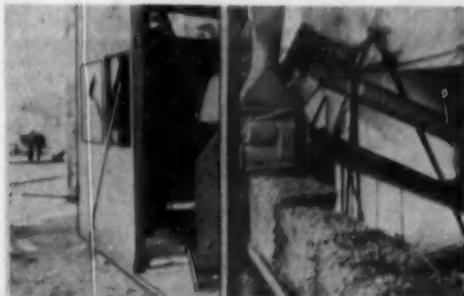
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Through a Ranch House Window

By Dorothy McDonald

Letters to the Ranch House were conspicuous chiefly by their absence this past month, but I guess that is to be expected at the end of summer. School begins so soon after the last of the haying is done, and the weeks between are such drowsy, lazy times (if a ranch wife can take time from her gardening and canning to enjoy them), that there isn't much time for writing.

But now that fall is really here, the children out from under foot and the gardening and canning chores beginning to taper off—who knows? I might have more letters than I can quote from next month. I'd be so happy if that day ever came!

A brief note from Mrs. White, president of the South Dakota CowBelles, gave me a reminiscent chuckle. Writing to enclose a picture of her state officers, she says, "Getting ready to attend the National Brand Conference in Cheyenne tomorrow. It seems sometimes when I am trying to get ready to go and get the children and the house ready to leave that it would be easier to just stay home. But I always enjoy meeting people from other places and I'm happy I came—after I get there."

Haven't we all felt that way? Getting ourselves ready to go or getting the house and children ready to leave—either would be fine. It's the combination and the way they overlap that makes it difficult! But I guess we've all found out when once we'd managed to get under way that it was all well worth it. I do hope Mrs. White and the other ladies who attended had a lovely time in Cheyenne!

I'd hoped that by this time some other

groups would be sending in pictures of their "oldest" or "youngest" CowBelle. Perhaps this month will bring some. Mrs. Floy Barkley of Somerton, Ariz., put the thought in my mind some time ago when she sent in a picture of her granddaughter, Mary Barkley, with the suggestion that she might be one of the youngest charter members of the National. Mary became a member early in 1952 at the age of three years—and it's not just an honorary membership, either. Now eight years old, Mary has always been a most interested member of the local and National CowBelles.

Has any other group a younger active member?

Missouri CowBelles suggest that Mrs. A. C. Callison of Madison, Mo., may perhaps claim the title of "oldest CowBelle." Mrs. Callison will be 96 in December—"96 years young," she insists, for she is still an active and alert member of the group. Hers is a real CowBelle family for her daughter, Mrs. J. W. Baker of Madison, and her daughter-in-law, Mrs. Harry A. Callison of Clarence, are also active CowBelles.

How many other older women still are active CowBelles?

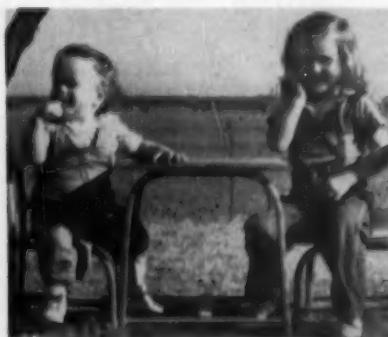
At Home on the Range

Last month when I gave you the

recipe for Soup Souffle I remarked that every woman should have at least one recipe that was quick and easy without seeming so. I think, too, that every woman likes to have one fancy and exotic dish to serve to guests. I have friends whose Chicken Cacciatore or Beef Stroganoff are treats to remember. But those are their recipes; for my part, I "make do" and build up a somewhat undeserved reputation as a good cook with my own private version of Arroz con Polla—an Americanized and simplified main dish I call Chicken with Saffron Rice.

There's only one rare or exotic ingredient, and while you may find it in better grocery stores, the simplest thing is to ask at the prescription desk in any drug store for a small bottle of ground American saffron. It's much cheaper than the coarser Spanish saffron, and since it is so finely ground there is no chance of a guest biting down on a sliver of this slightly bitter spice. Do try it—a few cents' worth of ground saffron in a tightly-corked bottle will last for years and it gives a very special flavor to chicken, rice or curry dishes. But use it with a light hand—a quarter to a half of a teaspoonful is plenty. You'll find the indefinable sharp flavor it imparts is going to do a lot to enhance your reputation as a "wonderful cook."

This is a complete and hearty main dish. I usually serve it buffet style with one cooked vegetable—Frenched green beans or buttered peas are very good—hot rolls or sliced hot Italian bread, green salad and for dessert a compote of all kinds of fresh fruit in season—bananas, oranges, strawberries, peaches, pears, melon balls or whatever—mixed



Candidate for the youngest of the CowBelles—Mary Barkley (and her brother Jim) of Somerton, Ariz.



South Dakota CowBelle officers (l. to r.): Mrs. Earl Adrian, outgoing president; Mrs. Charles E. White, new president; Mrs. M. C. Cordes and Mrs. A. C. Smith, vice-presidents; Mrs. Ray L. Carr, secretary-treasurer.

into canned fruit cocktail and left to chill for two or three hours in their own juices plus half a cup of maple syrup (to serve about eight, that is.) About half a cup of cooking sherry mixed in will cut the too-sweet flavor, but if you do not use cooking wines then half to three-fourths of a cup of Seven-Up or ginger ale works just about as well. Pile this into chilled sherbet dishes and serve with small macaroons or other rather fancy cookies—and then sit back and smile modestly while your guests shower you with compliments.

The nicest thing about this meal is that it only **seems** elaborate. Actually, it is easy to prepare—and, best of all, most of it can be done hours in advance.

CHICKEN WITH SAFFRON RICE

Select cut-up fryers or young roasters. (Not the backs, necks, etc. Reserve them for another day or use to make chicken stock.) Or you may use just the right number and kinds of pieces of frozen fowl; I think that is really more satisfactory. For eight people you will need the following:

Chicken pieces
6 shallots or six green onions
2 medium onions, thinly sliced
6 fresh tomatoes
2 cups chicken or veal stock (or 2 cups hot water plus two chicken bouillon cubes)
1 large bay leaf and 2 tbsp. parsley (optional)
 $\frac{1}{4}$ to $\frac{1}{2}$ tsp. saffron
2 cups uncooked white rice
1 or 2 medium green onions
Salad or olive oil

METHOD: In a skillet saute until tender but not browned the thinly-sliced onion and the shallots or green onions (use tops as well if you use green onions.) Remove and set aside while you saute in the same oil the sectioned pieces of tender chicken dredged lightly with flour and salt and pepper. Add more oil if necessary so the pieces will brown delicately. Turn often so they do not burn. Put browned chicken into a deep pan, slice in the tomatoes, add sauted onions and shallots, parsley, bay leaf, 2 cups of chicken stock or bouillon, and $\frac{1}{4}$ tsp. saffron. Cover and simmer until chicken is tender. (All this can be done in the morning or several hours before serving.)

About half an hour before serving, remove the chicken to a shallow pan, cover with a sheet of aluminum foil and put into a 300-degree oven to warm while the rice cooks. Measure the liquid in the kettle, add hot water or chicken stock to make 4 cups, bring to boil and add 2 cups of white rice and the slivered green peppers. Cover and cook over a very low fire for 25 minutes—the secret of good fluffy rice is never to lift the lid during this steaming period.

Pile the hot rice in the center of a

large platter and surround with chicken pieces.

Oh, I forgot to mention that before adding the rice to the hot stock you may want to taste it, add more salt and pepper and perhaps an additional $\frac{1}{4}$ teaspoon of saffron if you like the flavor. . . . we do! If you want to be very Continental, you can add a wine-glass or two of cooking sherry to the hot rice just before serving, but it's not necessary.

And so . . . good eating . . . and good evening . . . to you all.—D. M.

Meet Your Neighbor

I am always happy when I have Neighbors to present for I suspect one of the nice things this department can do for you is to see that you meet as many as possible of the CowBelles whose aims, interests and enthusiasms are similar to your own. So this month I'd like you first to meet Mrs. J. Wells Robins, Utah's president for 1957. Born Pearl Peterson in Scipio, Utah, daughter of Charles and Barbara Peterson, Mrs. Robins is a fine example of the courage and ambition inherent in many of our pioneer families.

Her father, a life-long cattleman, died when Pearl was 16, leaving his widow with two daughters and a four-year-old son. Feeling her mother had enough to do to raise the smaller children, Pearl at 17 took a dressmaking course at Nephi, doing sewing for her room, board and instructions. Then she came home to clerk for a blind merchant, during which time she took a correspondence course in bookkeeping.

She saved enough to pay her way through Keister's Ladies Tailoring College in Salt Lake City. She graduated from there in March, 1915, and in April married J. Wells Robins in the Salt Lake Temple. Her husband was then forest ranger on the Fish Lake Forest. Four years and nine homes later they came back to Scipio, leased the cattle belonging to both their widowed mothers, and leased a ranch to put them on. Later they built their present home and bought the ranch.

The Robins' have one daughter, married and living in San Diego; one son with the Reclamation Service in Grand Junction. They lost their second son at the Marshall Islands in 1943. A third son lives nearby and works with them. They have also raised one grandson since he was two, and a niece who has lived with them since birth and, Mrs. Robins says, "seems like our own."

Since Pearl was 12 before her brother was born she was her Dad's only "cowboy" when she was young, riding a

little gray mare alongside her father wherever he went. Later, when she went to school, she rode her little mare Nell out to the pasture to pick up the milk cows and work horses before she left in the mornings and took them out again when she got home from school. Cattle ranching has always seemed the best possible way of life to her.

Mr. Robins became vice-president of the Utah Cattlemen in 1949, "so naturally," she says, "I went along and became interested in the CowBelles." She has served her state group as vice-president in 1954 and corresponding secretary in 1956, and the Utah ladies are pleased and proud that she has accepted the honor of serving as their president this year.

The busy ladies of the beef promotion committee are still as shy as quail when I try to get biographical material from them. . . . Or, rather, I suppose, they are just too busy to take time to tell us about themselves. I finally did run one of them to earth and am very happy to give you the brief report on her life and activities that she sent to me.

Mrs. Don B. Reynolds was born Charlotte R. Littlefield in Dunbar, Nebr.,

moved with her parents to Lincoln, where she graduated from high school. She attended the College of Business Administration, University of Nebraska, and later became secretary to the secretary of the state of Nebraska. After she married

Mrs. Reynolds Don B. Reynolds they moved to North Platte in 1928 to the 7R Ranch where they have lived since that time.

They have two children, Don B. Reynolds, Jr., who ranches in the North Platte area. Don, Jr. is married and the father of four little girls. Their daughter Margaret (Mrs. James L. Curtis, Jr.) lives on a ranch in Saguache, Colo., and has a small son and daughter.

Mr. Reynolds is at this time president of the Nebraska Stock Growers Association, and Mrs. Reynolds has done a fine job of beef promotion in her area. Perhaps the most effective, on a National scale, was her success in having the nation's railroad dining cars feature "Beef for Father's Day" on this past June 16.

Remember, we are always happy to have these little stories about our fellow-members, particularly about the current year's state officers. **Have you introduced yours?**

Railroads report that for each dollar collected in 1956 for providing diner and buffet service, it cost the railroads an average of \$1.42.



Mrs. Robins

American National

CowBelle Chimes

Vol. 5, No. 9

September, 1957

President—Mrs. Mose Trego, Sutherland, Nebr.

Vice-Presidents—Mrs. Robert Burghart, Colorado Springs, Colo.; Mrs. Lucius Long, Meers, Okla.; Mrs. Joe Oliver, John Day, Ore.

Secretary-Treasurer—Mrs. Ross Haase, B.F.D. No. 3, North Platte, Nebr.

Editor—Mrs. Dorothy McDonald, 7805 Palisade St., San Diego 14, Calif.

A Message From Your President

Greetings to my CowBelle friends everywhere:

It's time again for my president's message; through correspondence I feel that I personally know many of you. Geographically we are a very scattered group but in our desire to help the beef industry we are indeed very close.

It is a beautiful Sunday morning here in Nebraska. As I sit on my front porch looking out across the green meadows it is a relief to know the big job of putting up hay is completed for another year. When the snow begins to fly there will be an abundance of feed for the cattle.

Today is a little extra-special to me. Twenty years ago we welcomed a baby boy in our home. It doesn't seem possible he is grown and a sophomore in college. The years slip by, bringing new interests to all of us.

This is one of the busiest and happiest years of my life, working with you CowBelles from so many states. Sometimes we as officers become a little discouraged—then the mail is sure to bring encouragement. All of these nice letters I appreciate so much, and only wish there were more time to write personal letters to you all.

Have you received your Year Book? If not, please let us know. Your secretary and I have spent many hours getting these books in the mail. Over 3,000 members is a long list. Along with lots of work the books are quite expensive, so I hope you will enjoy your copy and share it with others. Those of you who are delinquent, please send in your dues. The by-laws committee is now working on an amendment to suspend delinquent members. We need and want to keep all of our membership. Again I urge you to check to see if you are in good standing.

The latter part of July I accompanied my husband to Cheyenne, Wyo., to attend the National Brand Conference. Quite a number of ladies were there with their husbands—and a large percent were CowBelles so naturally we had a good time discussing CowBelle affairs.

The judges for the National Father of

the Year have been selected. They are prominent men from three states. Their names will be announced later.

Are you planning to enter the National CowBelle photo contest? Your state president should have received a copy of the rules before this time. If you wish an extra copy, let me know. Why not enter? You might win a prize!

I was very much honored to act as one of the judges for the National Junior slogan contest. It is a pleasure to work with our young people, our leaders of tomorrow.

It is not too early to be making plans to attend the National convention which is to be held in Oklahoma City. The dates are Jan. 6-8. Hope to see many of you there.

My best wishes to you all.

Theima Trego, President

At the annual business meeting of the Nebraska CowBelles in June it was unanimously decided they would sponsor a 4-H award program in their state. Believing that more emphasis should be placed on the teaching of meat cookery in 4-H projects, they will offer a medal to the high individual 4-H demonstrator and to each member of the high team in each county demonstrating any subject relative to the purchase, preparation or use of beef in the home. They will also provide \$20 each to the high individual demonstrator and to each member of the high 4-H demonstration team given a purple ribbon at the Nebraska State Fair, on any subject relative to the same categories as above. Mrs. John Furman of Marsland, first vice-president of the Nebraska CowBelles, is chairman. She has been assisted by the state 4-H leader and assistant leaders in the formation of this award plan and they hope for a number of entries in both county fairs and the Nebraska State Fair.

Here and There With the CowBelles

The North Dakota CowBelles, with Mrs. Earl Morrell in charge, manned

the Beef Council-Stockman booth at the State Fair in Minot the week of July 29 to August 3. Three four-pound roasts and a box of Beef Candy were given each day to the lucky ones among the more than 1,000 who registered.

The North Central Montana CowBelles, representing four counties in this sparsely-settled area and numbering about 80 members, have had a very busy year. They sponsored a very successful Father's Day program, culminating in the presentation of a 10 lb. 4 oz. Beef roast to Mr. Leo Petrie, whose fine big youngster was Montana's "First on Father's Day." During the Harlem Seed Show, these ladies won second prize with their booth, the credit going to Mrs. Marguerite Miller and Mrs. Stella Cronk. Their next project is booths at the county fairs during the late summer and fall.

During the week of July 7-13, when Frank Hemingway, noted radio commentator of the Intermountain hookup, made his overnight visit in Havre, Mrs. Marie Snedecor made a radio appearance on station KOJM, explaining the aims of the CowBelles. At the breakfast in his honor on July 9, CowBelles presented Mr. Hemingway with a small replica of a Montana steer and a certificate that a loin of beef, with the compliments of the CowBelles, would be sent to his home after his return. Copies of "Beef Cookery" were presented to Mrs. Hemingway and to Mr. Jack Paige, Intermountain radio representative, to take home to his wife.

The Humboldt County (Calif.) CowBelles lent the "woman's touch" to the recent three-day tour given by the Humboldt Cattlemen's Association in honor of the State Board of Forestry. Much of the credit for the success of the gay dinner and dance given July 12 was voted to the CowBelles for the beautiful decoration of the hall and dining area. Highlight of the first day's tour was the lunch break held beside a lovely lake on the Kerr Brothers ranch at Korbel. Mrs. William Kerr, CowBelle director and famous for her baked



Mr. and Mrs. Vaughn Mannagan, with Louisiana CowBelle Mrs. Desire Miller driving the tractor in the float that took first place in the Louisiana HS Championship Rodeo parade in Sulphur, La., recently.

beans, hosted the group to beans and coffee. CowBelle president Mrs. John Sturm and secretary Mrs. William Barnwell III assisted in the serving.

A luncheon and beef promotion meeting was held at the Hotel Boise Aug. 3 by the Southern Idaho CowBelles.

Plans were made for a booth at the Idaho State Fair and a CowBelle tour of the packinghouses of Boise Valley. Mrs. Amos Eckert presided.

Guests included William Boston of Swift & Co., Boise, who gave helpful suggestions on selling more Idaho Beef; and Wallace Orwin, supervisor of Albertson's stores. CowBelles attending were Mrs. Jim DeChambeau, Mrs. John DeChambeau, Mrs. Albert DeMeyer, Mrs. Ray Bienapfl, Mrs. Leon Weeks, Mrs. Bob Henderlinder, all of Boise; Miss Emaline Nettleton, Nampa; Miss Isabelle Weis, Boise; Mrs. Larry Smith, Idaho City; Mrs. W. W. White, Idaho City; Mrs. A. L. Kitchens and Mrs. Eckert of Boise.

A LATE NOTE YOU MAY WISH TO ADD TO YOUR YEAR BOOK: North Dakota CowBelles will convene at Valley City on June 9-11, 1958.

The Ranch Photo contest of the American National CowBelles will close Nov. 15. National CowBelle members are urged to submit entries of 5 x 7" or larger glossy photos of ranch scenes to: CowBelle Ranch Photo Contest, 801 East 17th Ave., Denver 18, Colo.

Medium-Sized Feed Mill

The extent of the growth of cattle feeding in the West in recent years is at least partly indicated by slaughter figures for the past seven years which show an 87 per cent increase in western states as against about 37 per cent increase in the Corn Belt.

Feeding in the West is generally of a different type from that in the Corn Belt. Much of the western cattle feeding is carried on in large, mechanized commercial feedlots, in contrast to the typical farm feeding in the Corn Belt.

But a sort of in-between feeding operation is also popular in the West. It employs automatic feed milling plants that cost as little as \$4,000, and they are capable of handling feed for a sizable bunch of cattle. Manufacturer of such a mill is Miller Manufacturing Co., Modesto, Calif.

One of its plants is used on the Atlas-Olympia ranch near Oakdale, Calif. Equipment consists of a long conveyor belt running from the hay barn to the feed mill. The conveyor is loaded with bales of hay several times a day. From there on the operation is "push-button."

A typical feed mixture is baled hay, which moves in to the mill on the conveyor belt for chopping, and grain and cake which drop in measured amounts into the mill from storage bins in the rear of the mill. The mixture is blown into a "cyclone" tank to receive a molasses spray, and from there the mixture drops into the feed wagon, and thence of course to be doled out to the cattle.

ANLSA's Blue Ribbon

Recognition for outstanding contributions to better public understanding of the cow business is the goal of an "Awards" program of the American National Cattlemen's Association. Individuals will be given a "blue ribbon" of leather. First award is to Larry Hilaire, Portland, Ore., president of the National Restaurant Association, for launching a beef promotion program for National Restaurant Month in October in cooperation with CowBelles.



Connecticut Bang's Free

Brucellosis-free status has been attained in Connecticut, the eighth state to gain this certification. The seven other states are Delaware, Maine, Minnesota, New York, North Carolina, Washington and Wisconsin. Four hundred and forty counties in 27 other states are also brucellosis free (which means that not more than 1 per cent of cattle nor more than 5 per cent of herds are infected).

Ag. Yearbook Due Soon

The 1957 Yearbook of Agriculture, to be entitled "Soil," will come off the presses in the next month or so. This congressional document is distributed mainly through congressmen, but copies are also for sale to the general public by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The new Yearbook deals with the nature of soils, soil and plant growth, major and trace elements, how to apply fertilizers, etc., tillage, erosion, irrigation, economics of soil management and many other related aspects of the subject matter.

More Poultry Processed

The amount of poultry used in canning and other processed foods in the first six months of 1957 totaled 104,089,000 pounds, as compared with 97,832,000 pounds so used during the same period last year—a 6 per cent increase. In June of his year, 14,814,000 pounds of chicken, 3,341,000 of turkey, and 30,000 of other poultry were used in canning and other processed foods; the 18,185,000-pound total compared with 16,091,000 pounds in June of 1956.

Oregon Starts Inspection

Two counties in Oregon recently installed the first full-time meat inspections in that state, with other areas to enter soon. Regulations guiding the program were signed July 22.



Picture prepared for trade magazines and newspapers to feature beef in October. That month will be Beef as well as Restaurant Month by arrangement between the American National CowBelles and the National Restaurant Association.

The picture was taken Aug. 6 in Portland, Ore., showing (r. to l.) Ruby Eakins of Hilaire's Encore Restaurant, Portland; Vic Souvignier and Vern Person of Swift & Co., Portland; Mrs. Joe Oliver, second vice-president, American National CowBelles, John Day, Ore., and Larry Hilaire, president of the National Restaurant Association, Portland.

The CowBelles are sponsoring ads in the *Ad Builder*, magazine of the National Restaurant Association, through which beef will get a tremendous promotion, both within the industry and to the consumers.

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

OPPOSES THROWING OUT CONFORMATION IN GRADING

The National Society of Live Stock Record Associations has gone on record as being opposed to the elimination of conformation in the grading of beef carcasses, according to a resolution passed at the group's annual meeting Aug. 12, at Springfield, Ill. The society is the official organization of secretaries of purebred livestock record associations. A proposal to recommend the elimination of conformation as a factor in determining government grades for beef carcasses is to be considered at the annual convention of the American National Cattlemen's Association at Oklahoma City, Jan. 6-8.

CHICAGO SHOW PLANS HIT STRIDE FOR "58th"

Plans are shaping up for the livestock events which annually characterize the fall season at the Chicago Stock Yards. The 13th annual Chicago Feeder Cattle Show and Sale is set for Oct. 24-25, with feeder sales also planned for every Friday Sept. 27 through Nov. 1. And the International Live Stock Exposition will mark its 58th anniversary Nov. 29-Dec. 7. It will distribute more than \$100,000 in cash premiums to exhibitors, and Dr. A. D. Weber, dean of agriculture at Kansas State College, will during the show round out a decade of judging all steer classes at the International. A half-million visitors are ex-



Arabians that F. E. Messersmith, founder of the Nebraska Junior Cattlemen's Association, plans to lead into the Messersmith and Sons sale barn Oct. 9 at the close of their annual bull auction, one to be sold, the buyer taking his choice, and the proceeds going to the Nebraska Junior Cattlemen's Association.

Left to right are: Hammal, 5-22-53, Hamid ex Zarrafieh—a purebred gelding partly broken. May, 5-16-55, Dahal ex Queenie—a chestnut filly, gentled and halter broken. Sanyur, 6-5-56, Hamid ex Julah—a rose grey, registered stallion, gentled and halter broken. At the halters are Keith, Kenneth and Frank, Jr., Messersmith.

Mr. Messersmith also helped build the American National Jr. Cattlemen's Association and continues to sponsor it. He presented a plaque at the Phoenix meeting of the American National to the state junior association having the highest attendance. The plaque's possession is accumulative and will be permanently awarded in 1962.

pected to see the judging of steers, breeding cattle and sheep and to watch and take part in the auction sales that climax show week.

3-DAY HEREFORD TOUR OPENS IN WYOMING SEPT. 26

The annual Hereford Beef and Grass Tour will be held in southeastern Wyoming Sept. 26-28, according to Tony Fellhauer. A committee of breeders is completing plans for the event in which all purebred breeders and commercial producers are invited to participate.

NATIONAL ANGUS SCHOLARSHIP GOES TO OREGON GIRL

Seventeen-year-old Gloria Jean Coolen of Albany, Ore. has been named winner of the \$300 college scholarship awarded by the National Women's Auxiliary of the American Angus Association. She has been an active 4-H worker for the past six years, at present has six head of Angus cattle and has shown animals at county and state fairs; she will use her scholarship money in attending Oregon College of Education this fall.

N. M. HEREFORD TOUR HELD

The seventh annual Hereford Ranch Tour sponsored by the New Mexico Hereford Association attracted some 300 persons to the tour headquarters in Raton, Aug. 28-29. Visited by the caravan were 23 ranches, a feed mill at Maxwell and New Mexico's newest industry—a post treating plant at Eagle Nest.

11th EASTERN SHOW SET FOR MARYLAND FAIRGROUNDS

The 11th annual Eastern National Livestock Show will be held at the Maryland State Fair Grounds in Timonium Nov. 11-22. Last year's show had a record 463 exhibitors with 1,395 animals shown. This year exhibitors from some 23 states are expected to participate for the \$52,000 offered in premiums.

NEW PROGRAM FOR YOUTHS SCHEDULED AT PORTLAND

A junior livestock marketing program at Portland Union Stock Yards will replace 4-H club and FFA youth activities at the Pacific International Livestock Exposition this year. The program is scheduled for Oct. 16-17. To be eligible, a 4-H club or FFA member must be enrolled in a beef, sheep or swine project and have one or more market animals ready to sell.

SCOTCH LASS TO COMPETE FOR SHORTHORN QUEEN TITLE

The Scottish Shorthorn Breeders Association has announced it will enter a candidate for International Shorthorn Lassie Queen in the annual contest at the International Live Stock Exposition in Chicago, Nov. 29-Dec. 7. She is the 22-year-old daughter of A. Watt Taylor, owner of the famous Philorth Short-

horn herd and head of the breed association. The contest is sponsored by the ladies' auxiliary of the American Shorthorn Breeders Association.

AQHA STUD BOOK TO CLOSE IN 1962

Horses sired or foaled by Thoroughbred stallions or mares and horses sired or foaled by appendix stallions or mares will not be eligible for registration in the stud book of the American Quarter Horse Association after Jan. 1, 1962. This announcement was made by AQHA President Albert Mitchell, following a meeting of the board of directors at Amarillo, Tex., Aug. 17. The action, he explained has the effect of "closing the Quarter Horse stud book." The new requirements and regulations will be presented in the new handbook which is being prepared for AQHA members who request it.

NEW MONT. ANGUS ASSN.

In a recent meeting at Glendive, Mont., members of the newly organized Eastern Montana Angus Breeders Association elected Claude Lund, Wibaux, president; Mrs. Gladys L. Kreider, Sand Springs, vice-president; Mrs. Bonnie Venable, Glendive, secretary-treasurer.

HEART O' TEXAS FAIR JUDGING SCHEDULE TOLD

The judging schedule of the livestock departments of the Heart o' Texas Fair in Waco, Sept. 28-Oct. 4, includes Hereford breeding cattle on Sept. 30; Aberdeen-Angus breeding cattle (open and junior divisions) on Oct. 1; Short-horn and Santa Gertrudis breeding cattle (open and junior), and Quarter Horses on Oct. 2. Deadline for cattle, sheep and swine entries is Sept. 1; for cutting horses, Sept. 20, and for Quarter Horses Oct. 2.

HEREFORDS TO COMPETE AT TULSA STATE FAIR

Hereford breeding cattle will compete for premiums totaling \$20,000 at the Tulsa State Fair, Sept. 28-Oct. 4. Heading the event will be the Magic Empire Golden Jubilee Hereford Show and the All-American Polled Hereford Show with \$10,000 for each division. Joint sponsors are the fair and the American Hereford Association.

BELIEVES TESTS FOR GAIN EVALUATION OFFER BENEFITS

A new gain record—3.8 pounds per day—has been set by a Santa Gertrudis bull from the Armstrong Ranch, Armstrong, Tex., in the gain-evaluation test of the Texas Agricultural Experiment Station. The 15-month-old bull gained 532 pounds on a growing ration, self-fed, of 20 per cent milo grain, 15 per cent cottonseed meal, 35 per cent hegair fodder, 30 per cent Johnson grass and oats hay, and stabilized vitamin A concentrate. The record on the Armstrong bull is based on information

SALES

SEPT.
23
COLO.

TAUSSIG Circle T HEREFORDS HOME of the MONARCHS Complete Dispersal of the

For a catalog write
Carl & Shirley Toussig
Castle Rock, Colo.

• 80 Lots •
Pikes Peak Sale Pavilion
Colo. Springs, Colo.

OCT.
5
MONT.

ANNUAL RANCH SALE

October 5, 1957 16 mi. S.W. of Grassrange, Mont.

30 Angus bull calves.

350 Registered and commercial Angus females.

N BAR RANCH, Grassrange, Mont.

OCT.
9
NEBR.

OUR SALE will be held at the ranch
near Alliance, Nebr., on October 9.

F. E. MESSERSMITH & SONS, Alliance, Nebr.

"Our Herefords built the beef where the highest priced cuts of meat
grow."

OCT.
11
WYO.

WHR Annual Fall Sale
Cheyenne, Wyo., October 11, 1957

50 Bulls—Herd sires, show prospects

20 Bred heifers—Bred to progeny proven bulls

WYOMING HEREFORD RANCH

George Lazear, Manager

OCT.
14
S. Dak.

Thorp's All Star Sale

A Thorp Offering of "All Clean" Zato Heir Herefords.
THORP HEREFORD FARMS, BRITTON, SO. DAK.

OCT.
15
NEBR.

COULTER'S ANNUAL SALE

Tues., Oct. 15 Bridgeport, Nebr.
Selling 45 big, rugged coming two-year-old registered Hereford
bulls. Clean pedigrees. Sale at ranch 18 miles southwest of Bridge-
port, Nebraska.

BERN R. and CALVIN L. COULTER

OCT.
22
MONT.

Sale of the Year—All Commercial Cattle
Oct. 22 . . . 4,200 head . . . Three Forks, Mont.

1,600 cows—400 bred 2-year-old heifers, av. 900-1,000#—1,100
yearling steers, av. 750#—1,100 open yearling heifers, av. 650#.
Climbing Arrow Ranch, Box 395, Three Forks, Mont.

BREEDERS: Use Producer "Calendar Ads" for the economical and sure way to reach ranchmen buyers. All "Calendar Ads" are the same size, thereby drawing equal attention. Cost is nominal. Write to American Cattle Producer, 801 East 17th Ave., Denver 18, Colo. Phone AMherst 6-2330.

checked by a USDA official on results of comparable tests over the country. The second and third gaining animals in the test were also Armstrong Ranch bulls; both gained an average of 3.7 pounds per day to tie the previous

record, and both gained a total of more than 500 pounds.

NEW CHAROLAIS OFFICERS

Officers of the new American-International Charolais Association, formed

by consolidation of the American and International Charolais associations, named at a meeting in Houston, Tex., are L. A. Krusen, Zephyrhills, Fla., president; G. A. Morris, Rocksprings, Tex., vice-president; Raymond Pearson, Houston, secretary, and L. A. Tarant, Houston, treasurer.

SANTA GERTRUDIS OFFICIAL EXPLAINS CLASSIFICATIONS

The president of Santa Gertrudis Breeders International, John B. Armstrong of Selma, Ala., citing recent discussions of herd classification and performance testing, pointed out that his organization has used a herd type classification program for several years. "The Santa Gertrudis program requires that every offspring of purebred sire and dam be classified by an association official," he explained. "The better quality cattle are branded with an S and called certified purebreds; the next-best (females only) are branded with an S and called accredited purebreds."

COMPLEX REGISTRATION PROBLEM FACES HEREFORD MEN

Nearly 150 Polled Hereford breeders from 25 states, representing numerous state and local breeder organizations, recently participated in a special meeting at Kansas City where they unanimously approved a previously submitted proposal of the Polled Hereford organization which was subsequently turned down by the American Hereford Association directors. The proposal had offered a plan for issuance of a single joint registration certificate on Polled Herefords by both Polled and horned Hereford associations.

The meeting was called by John Shiflet of Red Rock, Okla., president of the Polled Hereford association. It was pointed out that the proposal submitted to the American Hereford Association sought to eliminate the necessity for breeders to perform double paper work in filing separate applications for registration in both associations; it outlined a plan for creating a separate clerical agency designed to issue and transfer all Polled Hereford registration certificates which would be recognized by both associations. The separate clerical agency would have been jointly owned and operated by both groups.

CATTLEMAN'S RANCH

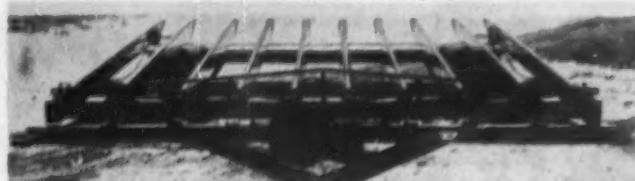
Will carry two to three head per acre. On excellent road near several major centers and 2 cattle markets. Fenced, ditched and diked. Divided into 80-acre pastures planted in finest grasses for fattening and breeding. Pumps for complete water control. Ranch buildings, farm equipment and cattle pens in first-class condition, included at greatly reduced price for quick sale.

Terms can be arranged.

Wegstoff & Bryant Realtors
256 Worth Ave. Palm Beach, Fla.

Here's LAHMAN'S "STACKMOVER"

It loads a full stack of hay in 5 minutes, is easily moved down the road and can be unloaded in a jiffy



- One man operated.
- Handles 18' x 20' stack
- Over 300 in use.
- Guaranteed.

Move your hay stacks into the feedlot this fall, ahead of the winter season . . . and at low cost. Send for FREE Folder and Prices.

LAHMAN MANUFACTURING CO. HECLA, SOUTH DAKOTA

Does Pedigree Have Value?

L6 Domino 8	Maude Mischief 19	Real Prince Louis 1	Real Prince 41
		Maude Mischief 8	Dale Domino 10
	Sister Brummel 19	Woodrow Domino 9	Maude Mischief
		Real Prince 41	Real Prince 41
		Woodress 8	Woodress 8
		Sister Brummel 9	Prince Domino 278
			Sister Brummel 3

YES. If it shows names of famous Herefords — famed for production records in their sales, in progeny tests, for their great produced beef type offspring, for their ability to transmit "the highest priced cuts of beef where the highest cuts of meat grow."

Study this one, each selected by us as a top. Real Prince 41, line bred—a 50% Prince Domino himself!—by three of his greatest sons, crossed onto Beau Aster Greats! Tracing directly to Miss Beau Queen 1st, which, with Lorena Aster, were Kimberling's two greatest cows, taken to Fulcher's to be bred to Prince Domino. We saw them both, owned Lorena Aster's full sister, Dolly Aster, DeBerard's greatest line; Jim McClung's two greatest cows, the mother and grandmother of the 41st's sire; the 41st's dam was Fern Domino 1st, Kimberling's best daughter of Onward Domino, her mother the best daughter of Miss Beau Queen 1st.

Among our 12 daughters of Beau Aster were Dolly Aster and Jesse Aster, the mother of Jealous Aster who became so famed for Albert Hill and others; yet we also had Laura Aster 2nd and 3rd, full sister daughters of Beau Aster, who made an even greater record for us. 150 of their descendants gave us 150 top Laura Aster's in our herd—our very best cow family.

Was there ever a great Hereford without a great producing mother crossed onto a good bull?

Note Dale Domino, a son of Prince

Domino we owned, crossed onto Maude Mischief to produce Maude Mischief 8th, our greatest milk producer with an abundance of Dale's beef. Prince Domino 278, a son of Prince Domino 4th that we raised—Louise Domino 10 and Sister Brummel 9, two of his greatest daughters. Daughters of 278th were the cows we sold to Governor Dan Thornton to help make his fine record. Woodress 8, a top daughter of Prince Domino 50, the other son of Prince Domino 4th that we raised and wore out. Percy Meredith's favorite line of our cows were by him.

Can you see why L6 Domino 8 made such a record in progeny and carcass testing at our Miles City Range Experiment Station the past 11 years? We had him on a loan basis in 1956 for seven weeks; repossessed him in April 1957 weighing 2,035 lbs. of the highest priced cuts of meat. Two of his February sons sell in our October 9 sale with 50 long yearling bulls; 50 others and 150 females sell at private treaty at any time. Of course, Domino 8 is absolutely clean from all tests made in 11 years of line and inbreeding—and we have 200 cows in our herd with a like record, most of them related to Domino 8th's ancestors.

Of course, bulls are famous, but was there ever a famed one without really good ancestors, close up—sires AND DAMS?

Write for our sale catalog or our annual descriptive letter or, better yet, come.

F. E. Messersmith and Sons, Alliance, Nebraska, Phone 808 or 32F11

Calendar

1957 12/3
11/28 23/24

Oct. 28-29—23d annual meeting of Nevada State Cattle Assn., Lovelock.
Nov. 11-20—91st annual meeting of National Grange, Colorado Springs, Colo.
Nov. 29-Dec. 7—International Livestock Exposition, Chicago.
Dec. 13-14—Utah Cattlemen's annual convention, Salt Lake City.
Jan. 6-8, 1958—61st annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSOCIATION, Oklahoma City, Okla.
Jan. 10-18, 1958—National Western Stock Show, Denver.

FEDERALLY INS. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
July 1957	1,759	596	4,185	1,296
July 1956	1,728	610	4,199	1,168
7 mos., '57	11,311	4,161	34,082	7,873
7 mos., '56	11,343	4,250	37,066	8,152

COLD STORAGE HOLDINGS

	(Thousands of pounds)			
	July	June	July	5-Yr.
	1957	1957	1956	Ave.
Frozen Beef	94,408	102,156	120,773	123,578
Cured Beef	11,404	10,888	7,664	7,390
Total Pork	202,808	278,624	306,727	356,353
Lamb, Mutton	6,403	6,870	7,975	9,315

WHOLESALE DRESSED MEATS

	(Chicago)	Aug. 22, 1957	Aug. 23, 1956
Beef, Prime	\$4.00-45.00	\$43.00-45.00	
Beef, Choice	40.50-43.50	41.50-43.50	
Beef, Good	37.50-40.50	36.00-38.50	
Beef, Std.	34.00-37.00		
Veal, Prime	43.00-46.00	40.00-42.00	
Veal, Choice	41.00-44.00	37.00-39.00	
Veal, Good	35.00-41.00	31.00-37.00	
Lamb, Choice	45.00-50.00	43.00-46.00	
Lamb, Good	40.00-44.00	38.00-41.00	
Pork Loin, 8-12z	46.00-50.00	46.00-49.00	

CHICAGO LIVESTOCK PRICES

	Aug. 22, 1957	Aug. 23, 1956
Steers, Prime	\$25.15-29.00	\$26.00-30.25
Steers, Choice	23.00-26.75	23.00-28.25
Steers, Good	21.00-24.50	20.00-24.75
Steers, Std.	18.50-21.75	16.50-20.75
Cows, Comm.	15.00-16.50	12.25-13.50
Vealers, Gd.-Ch.	21.00-25.00	23.00-24.00
Vealers, Std.	17.00-21.00	16.00-23.00
Calves, Gd.-Ch.	18.00-22.50	18.00-20.00
Calves, Std.	15.00-18.00	13.00-18.00
F.&S. Strs., Gd.-Ch.	21.00-23.50	18.50-22.50
F.&S. Strs., Cm.-Md.	15.50-21.00	13.00-18.50
Hogs (180-240lb)	19.50-21.35	16.00-17.75
Lambs, Gd.-Ch.	22.00-24.00	30.00-22.50
Ewes, Gd.-Ch.	6.00-8.00	4.50-5.50

(* Ch.-Pr. in 1956.
** Cm.-Gd. in 1956.)

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Personal Mention



Fred Beier, Jr., retiring head of western livestock office of the Agricultural Marketing Service, and (r.) his successor, Robert D. Overton. The producer will run a feature story on Mr. Beier next month.

The Senate confirmed the nomination of Don Paarlberg as assistant secretary of agriculture, and member of the board of directors of the Commodity Credit Corporation. Under his general supervision are the Agricultural Marketing Service, the Commodity Exchange Authority and the Foreign Agricultural Service.

Former American National President Sam C. Hyatt and Mrs. Hyatt, of Hyattville, Wyo., are on a two-month South American tour with an official agricultural group. Mr. Hyatt is designated by the agriculture secretary to investigate trade prospects in Brazil, Peru, Colombia, Chile, Venezuela and Mexico.

"A half-minute I'll remember the rest of my life"—that's the way 14-year-old Richard Farr of Greeley, Colo. describes a meeting with the Queen of England last month. Young Richard, son of William Farr (former chairman of the American National's feeder committee) was one of the 1,700 American Boy Scouts attending a conclave with Scouts from 81 other countries in England. While the boys were being entertained in the royal gardens, Elizabeth asked Richard where he came from and hoped he was "having a nice time here."

Howard K. Linger of Denver, Colo., has been named secretary of the American Quarter Horse Association to succeed Raymond D. Hollingsworth, resigned to devote full time to his Amarillo radio station. Mr. Linger has for the past two years been executive secretary of the Denver Livestock Exchange and served also as president of the Rocky Mountain Quarter Horse Racing Association. He is a director of the Denver Union Stock Yards Company and of the National Western Stock Show. The Lingers will make their home in Amarillo after Oct. 1.

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